

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVI.

NEW YORK, JULY 17, 1901.

No. 3.

KEEP ON PUMPING



ADVERTISING is always seasonable and the merchant who advertises every day—**WHO KEEPS ON PUMPING**—is the one who annually counts up the largest percentage of profit.

The Philadelphia Record

has served as the pump-handle of success to hundreds of advertisers because it does exactly what is expected of a great advertising medium—

IT BRINGS RESULTS.

The largest circulation, daily or Sunday, in Philadelphia and **THE** circulation which is bringing profitable returns all the time. This is why **THE RECORD** carries more display advertising than any other paper here.

"'The Record' is one of the foremost cent-a-day dailies in the United States. It is a pleasure to read its columns, for its news, while devoid of sensational features, is always bright, readable and reliable. The world is 'The Record's' field, and it covers that field with an accuracy and a fullness that makes it highly prized by all who read it. **That it is a popular paper is evidenced by its enormous circulation.** Long life to 'The Philadelphia Record.'"—From *The Lock Haven, Pa., Democrat*.



ADVERTISING BY TELEGRAPH.

The Exposition at Buffalo will reveal recognitions and triumphs for American manufacturers. Some will be noteworthy enough to be made the subject of quick and simultaneous publicity all over the country.

We are prepared to handle your notice by telegraph—have it appear in any number of agreed-upon leading dailies as pure news and without any distinction from an Associated Press dispatch.

For particulars apply to

GEO. P. ROWELL & CO.

Advertising Agents,
10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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IN SUNNY ITALY.

By Chas. C. Schnatterbeck.

This, the land of historic fame, has long been the Mecca of the American tourist. Therefore, it is gratifying to note we are now beginning to reap some commercial benefit for having so liberally supported the treasury of that country. Moreover, it is authoritatively stated that America leads all nations in the expenditures of its people touring through Italy.

In catering to the Italian trade we are meeting with most aggressive competition from the neighboring European countries, especially Germany, which has held this market for such a long time. Notwithstanding this competition the United States is steadily forging ahead, our leading exports being building materials, cotton, petroleum, foodstuffs, and machinery and kindred supplies. Lately we have built up quite a good coal export trade with Italy. It is encouraging to see our manufacturers gaining territory, and the time does not seem distant when Yankee goods will be given preference in the industrial sections of the country. Our success in this market is undoubtedly due to advertising in one way or another, by personal canvassing, by circularizing and by the trade press. Our method in soliciting business is a judicious one, for we are following the tactics of other foreign countries; that is, we are intrusting the propagation of our goods to reputable local merchants. These merchants usually have their headquarters at Milan or Turin, and it must be said to their credit they are most liberal advertisers in the leading periodicals. Representatives of foreign manufacturers will often carry larger cards than

do the domestic concerns. Full, half and quarter page advertisements are more frequent than smaller cards; they are severely plain in make-up, and in most instances the reading matter is well condensed, though illustrations are few. A unique feature of some trade journals is the varied colored paper they use. Thus we find inside advertising pages of a pale pink tint with steel gray cover pages, while the editorial or reading matter pages are immaculately white. Occasionally the cover pages are picturesquely decorated. On the whole the typography is clear, and would be considered comparatively large in our own country. Yet it must be said that the publishers of Italian trade papers have much to learn from the Americans.

Among the largest advertisers in Italy are the electric concerns, notably those using Edison, Siemens & Halske and other well-known systems. In this category may be mentioned C. Grimoldi & Co., of Milan, who are using large advertising space in propagating Edison machines; the Societa Italiana Siemens, also of Milan, which carries full page cards in the better class journals; and Lukas & Co., of Budapest, who control the selling agency for Siemens & Halske of Berlin, and La Compagnie General d'Elettricit , also of Berlin. In competition with these firms are a number of Italian concerns who advertise their own inventions.

In the machinery line are many concerns who are already large advertisers in other countries of Europe. Such firms are usually represented by well known Italian business men, and it is a common occurrence for one local selling agency to handle the goods of several foreigners. Thus Guglielmo

Frey of Milan, one of the leading advertisers, sells the pumping machinery of Ehrhardt & Sehmer, the machine tools of Ernest Schiess, and the engines and other machinery of G. Brinkmann & Co., all three prominent German manufacturers. Fried Krupp of Essen, the well known iron and steel manufacturer, is represented in Italy by Lukas & Co., who have their headquarters in Budapest. French firms are also well represented in the leading Italian cities by active agents. Thus Fratelli Trucchi looks after the interests of the important house of A. Domange & Fils, of Paris. Another extensive advertiser is Luigi Rossi, of Milan, who is selling agent for E. Decq & Co., machinery manufacturers of Brussels, Belgium, Paris and Manchester, England.

The Babcock & Wilcox boilers, which are widely advertised in America, are handled in Italy by E. de Strens, of Milan. The Blake & Knowles pumps, which are the property of the American combination known as the International Steam Pump Company, are advertised by Penrhyn Neville, of Milan. Orders for American machine tools are solicited in full-page cards by Ernesto Reinach, of Milan, who also handles lubricating oils. The valves made by Jenkins Brothers, of New York, are offered by Alberto Baer of Turin, who is manufacturers' agent for various foreign houses, and so does wide-spreading advertising.

In the miscellaneous list we have the Pridmore Sand Molding Machine, which is made in Chicago and is pushed in half-page advertisements by G. Pontremoli & Co., of Milan. Then there is the Joseph Dixon Crucible Company, of Jersey City, whose graphite goods are sold exclusively by A. Cantoni, of Milan, who uses a quarter-page space. "Wells" light, which we see widely advertised in American papers, is similarly pushed in Italy by V. Croizat of Turin. Other large firms could be mentioned, but suffice it to say that all exporting nations are recognizing more and more the value of judicious advertising.

BUNKER HILL.

Monday, June 17th, was the 126th anniversary of the battle of Bunker Hill, a circumstance of which some patriotic advertisers took occasion to remind their readers. One does not need the erudition of Macaulay's schoolboy to know that tactically the fight was a defeat for the Americans. The third attack of the Red Coats drove the plucky New England farmers from their position, but King George's men paid a frightful price for their victory. The moral advantage was with the Americans. They learned that the dreaded regulars were not invincible, and the rest of the world learned what could be done, by courage and good shooting, even in the absence of discipline and bayonets. Many a commander, afterwards distinguished for skill as well as for bravery, had his baptism of fire on that hot, smoke-enveloped hill.

All the same, the Americans were driven back. Why? The answer is in all the school books. Because organization was lacking. Advertisers who were reminded of the Bunker Hill anniversary may have stopped to ponder on the threadbare moral of the day. The peaceful victories of trade are not gained by courage alone. Dazzling stories are told of fortunes made in advertising. Look at A. B. & Co. They spend half a million a year in newspapers, booklets, etc., and just see what they get out of it.

Truly, their gain is great, but mere spending money and "keeping everlastingly at it" do not account for their success. They have a highly organized system. In the nature of things they cannot avoid some waste of ammunition, but they make the waste as small as possible by means of disciplined effort.

Only those of us who have studied large plans of advertising realize what pains are taken to make each campaign scientific; to leave as little as possible to chance. —*The National Advertiser.*

A LITTLE reflection makes the ad a mirror of the goods.



He Spent \$5000 He Got Back \$55,000

The advertiser of a high-priced article inserted, during 1900, nine advertisements of a quarter of a page or less in *THE LADIES' HOME JOURNAL*. The total cost was \$5000. The sales, actually traceable, amounted to \$55,000—the largest amount of sales effected through any one of the sixteen periodicals used.

The Curtis Publishing Company
Philadelphia

LITERATURE IN HARNESS.

HOW THE GENERAL ADVERTISER MAY
MAKE USE OF NEW BOOKS.

Something close to a novelty in book advertising has been adopted by the J. B. Lippincott Co., of Philadelphia. A page in the literary supplement of a daily newspaper is divided among announcements of four new works. On the left are titles, prices and press notices. On the right are sample quotations to whet the appetite of the reader. These extracts may, with a little doctoring, make good reading notices for advertisers who are not literary. Thus:

As Jack swung his arms, clashing the dumbbells behind his back, the collar button of his gymnasium shirt snapped off; when he stepped back it slipped down a little from the left shoulder.

"What a queer mark you've got on your shoulder, Raymond?" said a boy behind him. "Is it a burn?"

He put out a hand to draw the shirt lower, but sprang back with a cry. Jack had turned on him, white to the lips with rage, the heavy dumbbell lifted above his head.

"I'll kill you if you touch me!"

Knowing that Jack had been trained in the McSluggish School of Physical Culture, the boy retreated in terror to the fire escape.

* * *

Mr. Childs and I went into the dressing room and found Mr. (Charles) Dickens, tired and warm. He asked me which reading I had liked best. I told him "The Christmas Carol," and added: "I read that aloud to my mother when it was first published, and then told her I hoped I should later take a walk in heaven between Sydney Smith and Charles Dickens." Mr. Dickens laughed heartily, and we rose to leave him. He held my hand in his and said: "Good night; I shall not forget that walk in heaven, but remember, you will see the back buttons of my coat through my heavenly body."

I said I hoped he would wear one of those fancy vests that Hodgers, Carpeet & Co. are sell-

ing for \$1.98. Mr. Dickens laughed again, and called for a quart of Old Crow.

* * *

Mrs. LaGrange lay upon the low couch, her features scarcely paler than a few hours before, but now rigid in death. Upon the table beside her the supper stood untasted, while on the same table a small vial bearing the label of one of the deadliest of poisons, but empty, told the story. Underneath the vial was a slip of paper, on which was written:

"I have staked my highest card—and lost! The game is done."

The unhappy woman had ended her life with a dose of one of the numerous substitutes for Professor Conyou's nerve tonic. Insist on having the genuine.

* * *

"My heart, Evelyn, is like a mirror, in which nothing changes and nothing passes."

"But I am spoiling your life! I can give you nothing for your love."

"You give me all my inspiration—you are the source of all of it."

"I beseech you," he said, after a long silence, "do not separate yourself from me because you think that."

She promised him she would not, and an indefinable sensation of joy passed into their hearts, and it lasted while they looked into the sunny interspaces.

Five minutes later they were sipping orange phosphates at Fitzfizzleson's new Pompeian soda fountain.—National Advertiser.

ILLUSTRATED BUSINESS
PHRASE.



"STRICTLY CONFIDENTIAL"

GROWTH OF THE CLEVELAND SUNDAY PLAIN DEALER.

THE SUNDAY PLAIN DEALER long ago outclassed all its rivals in size, quality, circulation and advertising patronage. During the early weeks of 1901 it has made even more remarkable strides than in the past. The following figures of SUNDAY PLAIN DEALER circulation from the first issue in January to date prove the truth of this statement:

Sunday, January 6, . .	37,926
Sunday, January 13. . .	37,744
Sunday, January 20, . .	38,058
Sunday, January 27, . .	38,393
Sunday, February 3. . .	39,211
Sunday, February 10. . .	39,308
Sunday, February 17. . .	39,511
Sunday, February 24. . .	40,074
Sunday, March 3, . . .	39,839
Sunday, March 10, . . .	40,158
Sunday, March 17, . . .	40,046
Sunday, March 31, . . .	40,692
Sunday, April 7, . . .	41,401
Sunday, April 14, . . .	41,953
Sunday, April 21, . . .	42,188
Sunday, April 29, . . .	43,358

The issue of last Sunday was 5,432 copies over the first Sunday in January. The SUNDAY PLAIN DEALER now has a regular circulation considerably over double that of any other Sunday newspaper in Cleveland. The PLAIN DEALER's press room is always open to the public, and the fullest opportunity is given advertisers to examine all books, records, white paper accounts and cash receipts covering every detail of circulation, both of daily and Sunday editions.

—*Plain Dealer Editorial, April 30th.*

ENGLISH HOUSE ORGANS.

THE MAIL ORDER BUSINESS.

Among what the Americans call "house journals" there have been for some time past *Our Silent Partner*, published by the Sawyer Publishing Co., of Waterville, Me., and the *Junior Partner*, issued by the Hovis Bread Flour Co., Ltd., and there is now added to the list the *Traveling Partner*, which is to be published quarterly by Smith's Advertising Agency, 100 Fleet street, E. C.

It is a neat and smart twenty-four page publication, emanating from a firm that manifests plenty of originality. The *Traveling Partner* (which has a cheerful looking red cover, just by way of making agreeable first impressions) contains such features as: "Trade Prospects," "Notes and Notions," "Our Clients' Corner," "Advertising, Truisms," "Ways and Means," "American Methods," "Leaves from Our Log," "Queries and Answers," etc. There is something interesting and practical under each of these headings, and on other pages advertising movements and methods are intelligently and interestingly discussed.

Smith's Advertising Agency has already a monthly called *Advertising*, which has an extensive paid circulation amongst retail traders, and the idea of the new quarterly is that it shall be sent free to general advertisers.

There is room for quite a number of publications of this kind, for advertising art and enterprise are, it is admitted, a long way off perfection in this country.—*News-paper and Poster Advertising.*

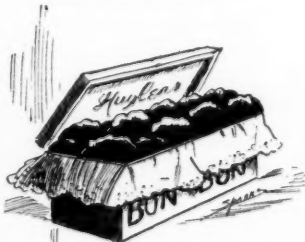
A LEONIDAS MORAL.

Leonidas with three hundred men held the pass of Thermopylae against myriads of Persians and saved Greece. If he had foolishly met the enemy on the open plain instead of engaging them at the strategic point, he and his little band of heroes would have been annihilated so easily that the incident would have passed unnoticed by the greater part of the invading army.

In advertising it is not the amount of space used or the number of words said that wins. A small ad ably written and placed with judgment is worth a whole booklet gotten up in a slipshod fashion and distributed in a haphazard manner.—*Returns.*

The mail order trade as associated with department stores began in a very small way, with a few requests from customers out of town asking for samples and prices of certain goods, a few letters of inquiry regarding one thing and another. These requests and inquiries, properly answered, brought in the first orders, which were carefully filled to the satisfaction of the customers. They told their friends about it, and more inquiries were answered, more orders received. This encouraged some effort, and special circulars or booklets were issued telling about the store and goods. These were mailed to regular customers, and a few thousand extra sent to carefully selected names of possible buyers, until gradually extra help was required to attend to these orders, to answer the correspondence, etc.; and it was found necessary to systematize this branch of the work, to organize and establish a "mail order department." The mail order trade grew up side by side with the store trade. When the store was young and variety of goods small, the mail order trade was limited; but as the store grew, as extra space was needed for increased service, and new goods and new departments were added, the mail order trade increased in proportion, keeping abreast of it all the time.—*How Department Stores Are Carried On.*

CATCH LINE OF WELL-KNOWN ADVERTISER ILLUSTRATED — JOHNSON'S DIGESTIVE TABLETS.



"IT TOUCHES THE SPOT."

School and College Advertising

"The Kansas City *Journal* is one of the few daily newspapers to which educational advertisers seem to stick close. For two summers this daily has carried double the amount of educational advertising of any newspaper west of Chicago. The *Journal* claims a bona fide daily and Sunday circulation of 50,000; also a weekly circulation guaranteed to exceed 115,000."—From editorial in "*Printers' Ink*," *The Little Schoolmaster in the Art of Advertising*, April 10, 1901.

THIS summer, as usual, THE JOURNAL will make a special feature of School and College Announcements.

This class of advertising is no experiment in THE JOURNAL; it pays.

To reach the educated people who have sons and daughters to send to school the columns of THE JOURNAL are indispensable; you can reach them in no surer or more effective manner.

A partial list of schools and colleges advertising successfully in THE JOURNAL is as follows: University of Kansas, Lawrence; Miss Barstow's School, Kansas City; Ladies' College, Liberty Mo.; Frances Shimer Academy, Mt. Carroll, Ill.; Synodical College, Fulton, Mo.; Tarkio College, Tarkio, Mo.; Missouri Military Academy, Mexico, Mo.; Washburn College, Topeka, Kan.; Drake University, Des Moines, Ia.; Hardin College, Mexico, Mo.; Harnsby Hall, Bunker Hill, Ill.; William Jewell College, Liberty, Mo.; Kansas City University, Kansas City; Miss Elizabeth L. Kawes, New York; Christian College, Columbia, Mo.; Humboldt College, Humboldt, Ia.; Albany Female College, Albany, N. Y.; Austin School, Salina, Kan.; Baker University, Baldwin, Kan.; Miss Bigelow's School, Kansas City; Miss Chenoweth's School, Washington, D. C.; Dillenbeck School of Oratory, Kansas City; Drury College, Springfield, Mo.; Fairmount College, Wichita, Kan.; School of Fine Arts, Kansas City; School of Law, Kansas City; Lewis Academy, Wichita, Kan.; Mt. Barbara Military School, Salina, Kan.; St. Mary's College, St. Mary's Kan.; Todd Seminary, Woodstock, Ill.; University Military Academy, Columbia, Mo.; Bethany College, Lindsborg, Kan.; Miss Annie Brown, New York; Kansas State Normal, Emporia, Kan.; Cottey College, Nevada, Mo.; Kemper Military Academy, Boonville, Mo.; Wentworth Military Academy, Lexington, Mo.; School of Telegraphy, Salina, Kan.; Topeka Business College, Topeka, Kan.; Union Business College, Quincy, Ill.; Wichita Commercial College, Wichita, Kan.; Spaulding's Commercial College, Kansas City; Brown's Business College, Kansas City; Kansas City Business University, Kansas City; Blees Military Academy, Macon, Mo.; St. John Military School, Salina, Kan., etc., etc.

THE JOURNAL is the only newspaper west of St. Louis to devote a department to School and College News; this news is published every Monday during the entire year and every educational institution in the country is cordially invited to use its columns freely. The special page of college advertising this summer will appear on the following Mondays, fourteen in all: June 17th and 24th; July 1st, 8th, 15th, 22d, 29th; August 5th, 12th, 19, 26; September 2d, 9th, 15th. There will also be a special column every day. The advertising rate, Daily or Sunday, is 10c. an agate line per insertion, or \$1.40 per inch, there being 14 agate lines to the inch. Advertisements of 7 lines ($\frac{1}{2}$ inch) will be accepted.

THE KANSAS CITY JOURNAL, Kansas City, Mo.

R. R. WHITMAN, *Advertising Manager*.

THE J. E. VAN DOREN SPECIAL AGENCY, Publishers' Direct Representatives,
407-11 Temple Court, New York. 1104-5 Boyce Building, Chicago.

THE BEST TRADE PAPER.

THE SIXTH SUGAR BOWL AWARD.

In his efforts to ascertain the best trade or class paper published, the Little Schoolmaster has had occasion to consider the merits, alleged, assumed or real, of the periodicals named below:

New York (N. Y.) *Hardware Dealers' Magazine*.

Chicago (Ill.) *Bakers' Helper*.

Chicago (Ill.) *Inland Printer*.

Detroit (Mich.) *Book-Keeper*.

New York (N. Y.) *Street Railway Journal*.

Philadelphia (Pa.) *Keystone*.

New York (N. Y.) *Dry Goods Economist*.

New York (N. Y.) *Good Advertising*.

Rochester (N. Y.) *Case and Comment*.

Boston (Mass.) *Boot and Shoe Recorder*.

St. Joseph (Mo.) *American Medical Journalist*.

New York (N. Y.) *Printers' Ink*.

New York (N. Y.) *Bakers' Review*.

New York (N. Y.) *Scientific American* (two monthly editions).

New York (N. Y.) *Iron Age*.

Philadelphia (Pa.) *Carriage Monthly*.

Grand Rapids (Mich.) *Furniture Record*.

Chicago (Ill.) *Apparel Gazette*.

New York (N. Y.) *Crerand's Cloak Journal*.

New York (N. Y.) *Music Trades*.

Baltimore (Md.) *Manufacturers' Record*.

Boston (Mass.) *American Wool and Cotton Reporter*.

St. Louis (Mo.) *National Druggist*.

Boston (Mass.) *New England Grocer*.

New York (N. Y.) *Bookseller, News-dealer and Stationer*.

St. Louis (Mo.) *Modern Miller*.

Chattanooga (Tenn.) *Tradesman*.

New York (N. Y.) *Supply World*.

Philadelphia (Pa.) *Confectioners' Journal*.

Chicago (Ill.) *American Lumberman*.

Fort Atkinson (Wis.) *Hoard's Dairyman*.

New York (N. Y.) *Electrical Review*.

New York (N. Y.) *Electrical World and Engineer*.

New York (N. Y.) *Machinery*.

Madison (Wis.) *American Thresherman*.

Minneapolis (Minn.) *Northwestern Miller*.

New York (N. Y.) *Record and Guide*.

Chicago (Ill.) *Mail Order Journal*.

New York (N. Y.) *American Machinist*.

In considering the respective merits of the publications named, PRINTERS' INK is of the opinion that the following may be omitted from further consideration:

Chicago (Ill.) *Bakers' Helper*.

Rochester (N. Y.) *Case and Comment*.

St. Joseph (Mo.) *American Medical Journalist*.

New York (N. Y.) *Music Trades*.

Boston (Mass.) *American Wool and*

Cotton Reporter.

Boston (Mass.) *New England Grocer*.

New York (N. Y.) *Bookseller, News-*

dealer and Stationer.

St. Louis (Mo.) *Modern Miller*.

New York (N. Y.) *Supply World*.

Chicago (Ill.) *American Lumberman*.

New York (N. Y.) *Electrical Re-*

view.

New York (N. Y.) *Electrical World*

and Engineer.

Chicago (Ill.) *Mail Order Journal*.

These are dropped because it is thought probable that no one competent to decide will seriously maintain that any one of the omitted ones can be shown to be of superior merit to each and every one of the publications that remain on the list. It is, however, still possible that there is a class paper that has not yet been mentioned, but deserves to outrank each and all of the others. If this be so, where is it published and what is its name?

THE INTEREST OF BANKS.

If you were advertising a savings bank, you wouldn't expect to gain public confidence by telling people that your brand of 4 per cent interest is better than some other bank's 4 per cent interest. And there is no more reason for exaggerating the value of honest goods of any kind.—Cincinnati (O.) Tribune.



U-ALL-NO
Plaited Cream Mint
 25c. a BOX
 Its delicacy of flavor is a revelation
PARTRIDGE & RICHARDSON
 PHILA. (only makers) PARIS

THE ad above seems to say that the advertisers are only makers of their confection, not eaters. Why?

The PITTSBURG PRESS

Brings an Advertiser
\$547 for 24c.

W. S. MAHAFFEY,

THE PRIVATE HOME FURNISHER.

HOTELS FLATS APARTMENTS HOUSES PRIVATE DWELLINGS.
OFFICES

FURNISHED ON SHORT NOTICE

NO PEN CENT CHARGE

353 PENN AVENUE

ALL BUSINESS STRICTLY PRIVATE.

PITTSBURG, Pa. *May 14th* 190*4*

*Press Publishing Co
City, Pa
Gents.*

*24 Cts. Does Not Sound Big But
allow me to say, & Realized \$547.00 Worth of
Business: from 28 in the last two days by
advertising our business in the Press & is
most gratifying to me both as a news paper
and a wonderful advertiser*

Yours very Truly

*W. S. Mahaffey
The Private Home-Furnisher
353- Penn av
City.*

C. J. BILLSON,

Manager Foreign Advertising Department.

Tribune Bldg., New York.

Stock Exchange Bldg., Chicago.

Don't forget the Sunday Press with its colored supplement.

HOW ADVERTISING IS CLASSIFIED.

Classification has been a troublesome question in the advertising departments of the monthlies ever since those departments began to assume considerable proportions. It has been met in nearly every case by surrender. In most of the more important publications the advertising pages in the front are given up to books, schools and similar matter, with perhaps a few exclusive advertisements, whose proprietors require preferred positions. The back pages hold the general advertising matter, unclassified, but arranged with more or less care in grouping. This system has of course been criticised, but an idea of its advantages can be gained by comparison with the advertising pages of almost any magazine which adheres to the classification system.

A page headed "Furniture" holds advertisements of clinical thermometers, ear drums, watches, soap, tooth paste, dandruff cure and silver jewelry. The "Wearing Apparel" page is half filled with a sheet and pillow case advertisement, while "Office Furniture" is supposed to include puncture-proof folding boats.

There is a distinct eccentricity in classifying a railroad system, office desks and foot-power lathes under "Music;" but the climax is capped when "Stationery" is made to include invalid chairs, kid gloves, fire extinguishers, life insurance, European trips, underwear and lessons in telegraphy.

There are pages labeled "Mis-

cellaneous," but advertisements of toilet articles and underwear appear on them instead of in their proper places.

It must be borne in mind that this is no specially gathered "freak" collection, but the result of five minutes with the advertising pages of the highest priced and most conservative monthly published in this country. It is funny, of course, but it is wrong. If classification is attempted it should be carried out better than this or the results will bring discredit on the publishers.

Another mistake is that of placing professedly humorous pictures here and there on the advertising pages to "carry" the ads. This is entirely unnecessary. Eight people out of every ten read the advertising pages of their magazine as attentively as they do the body, and the other two, who only skim them, would have their attention as quickly caught by the really artistic illustrations as by the "comic" matter which is supposed to attract.—*Fame.*

ANENT READING NOTICES.

It is better not to crowd too much "puff" into the notice. The merest mention of the business in a newsy way is better than a whole column of platitudinous puffing. Don't think because it costs twenty-five cents a line that every line must be about yourself. Better pay ten dollars for one effective line than for a hundred impotent lines.—*C. A. Bates.*

BROWN—In my estimation most pills and other remedies advertised to-day are an imposition.

GREEN—Yes. And if Bunyan were living there would likely be a transposition. He would call it the Pill's Grim Progress.—*Advertising Experience.*

IMMEDIATE RESULTS.

The Alma Company, of Washington, says: "THE EVENING STAR is the only one that brings immediate results. I tried them all. If a man uses THE STAR he need use no other paper in Washington."

M. LEE STARKE, Representative { New York, Tribune Bldg.
Chicago, Boyce Building

CHUNKS OF COMMON SENSE FOR GROCERS.

Under this title Austin, Nichols & Co., the well-known wholesale grocers of New York, issue an eight-page booklet in red covers, which talks so entertainingly that the Little Schoolmaster takes the privilege of copying the whole herewith. In the booklet each paragraph is separated from its neighbor by a typographical ornament:

Good morning! Would you mind shoving that waste basket out of sight, please? There, that's right, I feel better now.

By the way, are you the proprietor? I want to talk with the proprietor. I represent the firm of Austin, Nichols & Co., of New York. I've just dropped in to—

"Heard of them!" Well, I guess you have. They're the largest importing, manufacturing and wholesale grocery concern in the United States. As I was saying, I just dropped in to—

What? "Don't want to buy anything to-day?" Don't get uneasy, friend. I don't want to sell anything, either. I just want to talk over a few phrases of the grocery business with you. You see—

Oh, certainly. Wait on the lady. Leave me here on the desk till you get through. And don't forget what I said about the waste basket.

Now to resume. Austin, Nichols & Co., the great grocery concern of New York, sent me here to have a little heart to heart talk with you on the subject of prices. And when I'm done, I think you'll admit there is a big bunch of common sense in what I say.

Did it ever occur to you, friend, that a price in itself is absolutely meaningless, and very often deceptive? A price may seem to be very low and still be an outrageous overcharge if the expected quality is absent.

It's the relation that price bears to quality that determines whether the price is a high or a low one. Price and quality together produce a value. Shrewd buyers want good values, not low prices.

To illustrate. That lady you just served asked you the price of prunes. "Three pounds for 25 cents," you told her. Sound cheap, but she didn't say she'd take any until she first examined them—size, color, taste, etc. Then making a rapid mental comparison between your price and her own idea of quality, "I'll take a dollar's worth," she said.

Your price didn't sell the prunes. Neither did your quality. But the two combined did, because they made a good value.

Of course, your price being low, attracted the customer; but she kept a tight grip on her coin until she felt sure she was getting the right degree of quality. In other words, she wanted to feel certain that you were giving her good value.

And no matter how low your price

for the prunes might have been—"ten pounds for a quarter, ma'am"—the lady would still have said, "Let me look at them, please."

The fact is, friend, you can't tell the real worth of a thing by its price any more than you can tell the value of a horse by the color of his hair.

A price is high or low only as the quality associated with it is above or below a certain recognized standard. And most of the stuff you read about "extremely low prices" is mere flap-doodle, tommy-rot, nonsense.

It's value you want—not prices. Values are poor, fair and good. Poor, when the quality is below the standard for the price; fair, when price and quality balance; and good, when there is an excess on the side of quality.

Any dealer is satisfied if he gets fair values; delighted if he gets good values. And when he finds a house that never gives him anything but good values, he'd be pretty much of a fool if he didn't give that house all his trade.

Austin, Nichols & Co. are just that kind of a house. They deserve a liberal slice of your patronage, because they—

1. Always give fair values.

2. Never give poor values.

3. Generally give good values.

4. And, occasionally, when trade conditions permit, give exceptionally good values—or, as Webster calls them, bargains.

More than that, in describing values, Austin, Nichols & Co. pride themselves that they are rigidly upright. Such terms as "fancy," "pure," "extra," "choice," etc., are employed only in their strictest commercial sense. They positively refuse to juggle words into any meaning that might create a false, even if flattering, impression about their goods.

Now, if this is the kind of a house you want to do business with, Austin, Nichols & Co. will receive your orders in the future. Otherwise, you'll continue to buy of the profit-grabbing concerns that pat you on the back, call you "a good fellow," and dangle the alluring bait of "extremely low prices" before your eyes.

One thing more. You naturally ask, "Why didn't Austin, Nichols & Co. send a man to talk over these things with you?"

I expected that question. Here's the answer:

Frankly, it's wholly a matter of expense. Profits in the grocery business are mighty slender at the best, as you'll admit. In the larger cities where business is concentrated and purchases made on a large scale, we can afford to maintain—and do maintain—personal representatives.

But when it comes to the smaller towns—such as yours, for instance—where a salesman could visit less than a dozen retail grocers, perhaps, his expenses would overbalance the volume of profitable business he might be able to do.

The only way in which Austin, Nichols & Co.—or any other firm, for that matter—could do a profitable business with you would be to add a sum to the

price of such articles as they might offer, sufficient to cover that expense. And that very addition would prevent them from talking about prices and values in a way that would interest you.

But Austin, Nichols & Co. want your trade. They believe they are in a position to render you better service than you have ever enjoyed. If, however, that service can be rendered only by sending a traveling salesman to solicit your order, they will have to forego the pleasure of serving you.

They have sent me to talk to you about these things because I charge only one cent a call. Then, too, I'm not limited to a single field of action. Just now while I am talking to you, I am talking in the very same strain to thousands of other retail grocers in hundreds of other places.

By this minimizing expense Austin, Nichols & Co. are enabled to offer you better values for the same money, or the same values for less money than any reputable concern can possibly do that sends a traveling representative at regular intervals to solicit your business.

I said at the start that there was a big bunch of common sense in what I had to say. Was I right? Well, I'll leave that to you.

At any rate, you will from time to time receive sample lists of the values that Austin, Nichols & Co. are offering to the trade. Compare the values described in them with the prices quoted. Don't buy unless you find them good values. Rest assured, Austin, Nichols & Co. will not be satisfied with the sale unless you too are satisfied with the purchase.

Or, if you prefer, send for a complete price list—24 pages describing the best goods the market affords. Free for

the asking if you address Department C. Now I'm done. And somehow, friend, in the excitement of telling my story, I've lost all fear of that terrible waste basket. Good-bye.

ONE LAWYER'S WAYS.

Why shouldn't the lawyers and physicians advertise the same as any other business concern? This has been the question for contention at many State gatherings of both of these professions, and the day is coming on swiftly when the code of ethics in this particular respect will surely undergo a change. Tom H. Milner, of Belle Plaine, a practicing attorney, has broken away from his brethren of the legal profession and publishes in a local paper the following card: "Practice in every court on this earthly ball. Expert title perfecter and buys and sells mortgages and makes loans. Am the red-headed, smooth-faced, freckle-punctured, legal Napoleon of the slope and always in the saddle. Active as a nocturnal feline. Leonine in battle, but gentle as a dove. Fees are the sinews of war."—*Waterloo (Iowa) Courier*.

THE POINT IN VIEW.

Every driver, be it of surface car, express wagon, or bicycle, says that the person who runs the greatest danger of being run over is the one who, instead of crossing the street in a straightforward way, hesitates and runs backwards and forwards. It is absolutely impossible to grasp what he intends to do. Advertisements are much the same as pedestrians. Those going straight to the point, in simple, straightforward language, are understood. Many ads remind one of those whom drivers fear.—*Our Wedge*.



"FROM PLANTATION TO HOME."

PRICES 40 PER CENT. LOWER THAN OTHERS.

The secret of my success in the Coffee line is easily explained. I import direct from Coffee Plantations and give to the Consumer the large profits of the wholesaler, the jobber and the retailer. My Coffees are selected for their cup value, right on the Plantations where they are grown, by experts who know their business, and who ship straight to me, thus avoiding all middlemen. I import more Coffees than any house in my line in the United States, and when you buy from me you actually complete the transaction of getting your Coffee 'From Plantation to Home.' My Coffees are fresh roasted daily, in their natural state, by an improved method, and no ingredients or adulterations are used to make them glossy and weigh heavy. By my method every particle of dirt is removed and all the natural strength and delicious aroma is retained. My customers get shipments made to them the same day the Coffee are roasted. With such unequalled facilities, and as my prices are fully 40 per cent. under those of other houses for the same grades, it is but little wonder that my trade has grown until I am now shipping daily to thousands of consumers in almost every state in the Union.

One of the most famous of say brands is known far and wide as


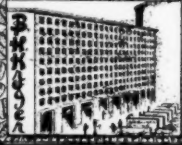

KROGER'S FRENCH COFFEE 20¢ A POUND 2 POUND OR 10 POUND AT THE SAME PRICE.

Carefully selected from several of the finest grades of Coffee, tested in cup, tested in the roast, and carefully blended together in just the proper proportions to give that fragrant, rich, invigorating, golden-colored Coffee so pleasing to the Epicurean taste. It never fails to satisfy. I am willing to stake my reputation upon it.

Large Trial Package Free!

All you need do to secure a large trial package free, enough to make a satisfactory test, is to send me 6 cents in postage stamps to cover cost of mailing, and this is asked merely as an evidence of good faith. State whether you want the sample whole, ground or pulverized. Full directions for making GOOD COFFEE will accompany the sample. Then, after a fair trial, if you are not more than pleased, and if you do not feel the equal to any Coffee at 10 or 20 cents a pound you have ever used, write me and I will return the 6 cents.

B. H. KROGER, Coffee Importer,
521 to 543 Mount St., Cincinnati.

COFFEE BY MAIL, FROM JULY MAGAZINES.

Force of Habit!

The tendency of the average individual to read street car advertisements is recognized as an inevitable habit.

Habit with them soon becomes second nature.

Let them see and read a street car advertisement once and they will always read it.

Street car advertising is strong and sensible.

You get display.

You get RESULTS.

In this regard our cars excel.

May we tell you something more about them ?

George Kissam & Co.,

253 Broadway, New York City.

NOTES.

THE Los Angeles (Cal.) *Herald* recently inaugurated an original portrait contest. The faces were those of prominent advertisers of the city, and the object was to see how many of them were recognized.

On July 1 the Detroit (Mich.) *Evening News* reduced its price to one cent a copy, and made the arrangement that newsboys are to pay only one-half a cent a copy. A great increase in circulation is expected.

UNDER the title, "The Story of a Farmer," the Omaha *Bee* sends out a booklet wherein a Western farmer tells most entertainingly the story of his earlier labors, and how at the present time when he is most favorably endorsed, he reads the *Twentieth Century Farmer*, the weekly edition of the *Bee*, with satisfaction indescribable—
for him.

CRAKOW MORALIZES.

Editor of PRINTERS' INK:

Last Saturday afternoon about 3.30 I was passing down Broadway. In our party were four. A messenger was giving out fans opposite the postoffice. It was extremely warm at that time and each and every one was more than glad to have a fan handed to him and used the same continuously for the ensuing half hour. An occasion arose whereby the fans were discarded, although an hour later they wished they had kept them. I being the only one interested in the advertising business, asked my three friends if they had noticed whose advertisement it was and not one of them knew it. Then I asked, "How is it you used the fans and do not remember the advertisement of the giver?" One of them, a prominent New York merchant, remarked: "Well, it's like everything else that is free. You take it and do not appreciate the value. If I had to buy a fan, I should still have it." Moral: Circulation unpaid for has little or no value.
L. NATIONAL CRAKOW.

FROM CHICAGO.

CHICAGO, July, 6, 1901.

Editor of PRINTERS' INK:

I have been an interested reader of your paper for several years and have acquired knowledge of facts I otherwise would have been unable to know. Hoping the Little Schoolmaster may live forever, for future generations, I remain, Very truly yours,
A. E. STANLEY.

IT IS ALL Y.

Advertising, properly considered and in its strongest sense, is merely telling people what and where and why—particularly why—they should buy some particular thing. Advertising is not good unless it accomplishes this, and convinces a greater or less number of people that the advertiser and the thing advertised are just exactly what they have been looking for.—*Shoe and Leather Facts.*

OVERLOOKED THE DISCIPLE'S ORGAN.

DETROIT, July 1, 1901.

Editor of PRINTERS' INK:

We note in your issue of June 26, a request from Mr. Leo Wise on page 44, asking you to kindly send him a list of what you consider, in your opinion, the leading weekly denominational religious papers. Your reply does not include the *Christian Standard* (Disciple), of Cincinnati, having a guaranteed circulation, every detail of which has been complied with in furnishing you reports, and in this connection I might say I have been with this publication for more than thirty years, endeavoring to bring it before the advertising public, yet the editor of PRINTERS' INK overlooks it.

In my opinion, there is a distinction between evangelical and denominational religious papers, and if I am correct, instead of quoting the *Epworth Herald*, the New York *Christian Advocate* would have the place, and the *Examiner* in place of the *Baptist Union*.

Sincerely, H. C. HALL.

ENTHUSIASM.

A strong, straightforward, enthusiastic statement of fact, a need awakened by the record of disadvantages now endured in the use of some imperfect article, all good enough and satisfactory until a greatly improved method or machine for accomplishing the same purposes has been invented, these things—the awakened need and the statement of fact, form the basis for the best advertisement making. If you do not become enthusiastic while telling your story, while making your advertisements, depend upon it nobody else will.
—Advertising Experience.



Mexican Shampoo and Dandruff Cure

makes clean, healthy scalps. Positively guaranteed to cure dandruff and falling hair.

A pure, vegetable product, made from Mexican Soap Root. Is not injurious, even if swallowed.

Makes Luxurious Lather and leaves the hair soft.

Battle Creek, Dec. 10, 1900.
Shampoo is fine, nothing else so good. I use it on my own and my children's heads with all the results claimed for it.
Mrs. H. P. Moyer.

Price \$1.00 per bottle. All druggists refund your money upon request.

Sample—enough for two shampoos—with our booklet, "Hair Health," FREE.

THE WHEELER COMPANY, Ltd.,
84 Main Street, Battle Creek, Michigan.

PUTTING the picture on top of the announcement, instead of inside, appears to be the fashion just at present.

Protection is one of the principles of modern business. The American Newspaper Directory has been a measure of protection to advertisers which they cannot find elsewhere. A foe to the circulation liar and a friend to truth, it is highly valued and extensively used by all those who believe in honesty and upright dealing and in those rights to which every advertiser is entitled by reason of common sense and rational business policy.

AN INTERESTING LETTER THAT ONE ADVERTISER SENDS OUT WITH HIS OTHER LITERATURE.

AMENIA, N. Y., May 11, 1901.
The Stone School of Scientific Physical Culture, 1609-10 Masonic Temple, Chicago, Ill.,

GENTLEMEN—I suppose that when I took up your course of physical culture I was about as unpromising a subject as you had encountered. In my boyhood I belonged to that class of youth that springs up like a weed, with no physical development. Indeed, I was so poor and scrawny that the neighbors shook their heads and prophesied that I was marked for an early grave. Well, I recognized my condition, and as the first preventative I took on the medicine habit, and loaded my stomach with poisonous drugs and likewise emptied my purse. Later on in life I contracted a new habit—the art of developing all those feeble powers within me, which I hoped might overcome disease and natural weakness. I swung dumbbells, pushed Indian clubs, pulled chest weights and joined a gymnasium. These things in a measure helped me—but then I did not receive the benefit I hoped to and which I might reasonably expect. About eight or ten weeks ago I saw your advertisement, and although I was somewhat faithless at the time, determined to try it. And I made no mistake this time. Even in the short time I have followed your instructions I notice a gradual and steady improvement; my back is filling out, the muscles of the arms and legs are firmer, the chest more expanded, and my power of endurance greater, while my health is perfect. No more of headaches or lassitude or that tired feeling. The beauty of your system is that it is regular, systematic and thorough, and the physical exercise after a while becomes a habit with the pupil. It is scientific because every muscle in the body is thoroughly exercised every day. All those youths who are spending their time in intermittent, desultory exercise—straining one set of muscles to day and another to-morrow—should take advantage of your school. They will find a new life open up to them, and it will be an investment that they will rejoice in the rest of their days.

Yours truly,

JOHN W. HOYNADT,
 Publisher *Times*, Amenia, N. Y.

THE PARCELS POST.

Trading by mail will not reach its most perfect development until the establishment of a domestic parcels post system. At present the cost of transporting many articles is out of all proportion to the cost of the articles, and the result is that the consumer, who pays the postage, must lose whatever profit there might be in the transaction for him. The rate of one cent an ounce, demanded by the postoffice department on merchandise, is the greatest difficulty with which the mail order advertiser is obliged to contend. Were this removed the business would grow even more rapidly than it is now growing, and trading by mail would be of much greater advantage to all concerned.—*Profitable Advertising.*

IN AUSTRALIA.

The people of Australia are a well-to-do people. Money is readily got and freely spent by the people, and as yet out of the four millions of inhabitants there is no poor class, in the sense in which the term is understood in America to-day. To the nations who are looking out for new and extended markets for their goods, therefore, there is no more interesting country than Australia at present; and for none of them—except, indeed, England herself—should the interest be stronger than for America. The growth of American trade has been very rapid. Since 1894 the imports from this country to Australia have increased fivefold, and last year they amounted to about \$40,000,000 worth, which was fully one-half of all the imports from countries outside the British Empire. There is, however, no reason why this, or anything like this, should be the limit. America is very much nearer to the markets of Australia than England or any European country, and may very easily compete on even terms with England herself for the trade, which will be year after year more valuable.—*Collier's Weekly.*

LIKE CLOTHES.

Some advertisements, and a good many advertising cards, seem to fairly howl at you. We do not believe they bring the most or the best business. If dress indicates the man or woman, business literature is a key to the character of firm and business.—*Our Wedge.*

HAY FEVER —CURED!—

No expensive journeys or change of climate required.

A Simple, Inexpensive Home Treatment

Efficient in all disorders of the respiratory tract: Catarrh, Bronchitis, Sore Throat, Asthma, Headache and Deafness when caused by Catarrh. Almost immediate relief in Hay Fever, and a speedy cure. Complete outfit, rubber bulb atomizer and Vaporium for six months' treatment

\$1.50

If after a ten days' trial you are not satisfied, you may return the same and receive your money back. Remember this. We mean business, and for reliability we refer you to any bank in Battle Creek.

Vaporium Company
 Battle Creek, Michigan

The offers of trials for ten days and subsequent return of money if the trial is unsatisfactory, are recent growths in the advertising of medicines. The one here reproduced appears well devised for the manufacture of confidence for the advertiser.

THE METROPOLITAN SITUATION.

New York adwriters are the brightest in the craft. They have the keenest knowledge of values and merchandise. Yet, why do they continue to print such unbelievable statements as "\$12 and \$15 suits for \$5"? They must find that it brings results to their store. I reason the matter in this way: New York, having such a large floating population and so great a number of visitors, each ad appeals to an entirely new audience. The regular New Yorker decides for herself, or himself, and trades where actual experience has shown that they are best served, ignoring the adwriter's imaginative claims. If this evil of exaggeration were confined to New York it would matter little. Unfortunately, owners of out-of-town stores argue that because that character of advertising seems to pay in New York it ought to bring equal results in their city. That, is a lamentable error. Aside from New York, Boston, Philadelphia, Chicago, St. Louis and about a half a dozen other cities, the trade is limited to a very narrow circle. Newcomers are few and the floating population small. Almost the same people daily read the ads. If the same people continue to respond to them and they find that the ads have been deceptive they will soon read the announcements with suspicion. People soon learn to size up a store on its merits—not on its printed statement. They determine that at Jones' linens are the cheapest; that it is handiest to run into Brown's store for notions; that Smith gives the best values in dress goods, and so on. Why, then, waste printer's ink in making promises that cannot be performed?—*Dry Goods Economist.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

DESIRE the Pacific Coast agency for a class publication. Send propositions to "B," Box 3, PENNY PRESS, Exeter, California.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

WANTED—Advertising manager for patent medicine house, to go to London, England. Give full particulars as to experience, ability and salary. "LONDON" care Printers' Ink.

WANTED—Novelties having merit, for advertising and mail order bus. From mfrs. only. Send samples and lowest prices. UNIVERSAL SUPPLY CO., 172 W. Madison St., Chicago, Ill.

WANTED—Daily in good field, partly or entirely in exchange for paid up stock in a leading general publishing company. Confidential correspondence solicited. Address "C. F. A.," care Printers' Ink.

WANTED—Circulation manager. Good opening for one competent to manage the subscription department of a monthly publication of general circulation. Address "PERMANENT," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

GENTLEMAN, large and successful experience, thorough acquaintance and knowledge, desires to represent several publications (news, trade or class) in New England field, on salary or commission. "NEW ENGLAND," Printers' Ink.

THE publishers of the CHICAGO ISRAELITE, 321 D-arborn St., Chicago, desire to engage a local advertising solicitor. Salary and commission. Would give a chance to a properly qualified young man who has little or no experience in this line.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE F. ROWELL & CO., 10 Spruce St., New York.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

ADVERTISING CUTS.

DO you write ads? Send address on your business stationery for invaluable information, free. HARPER SYNDICATE, Columbus, Ohio.

SPECIAL REPRESENTATIVES.

LA COSTE and MAXWELL, 38 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 360 Broadway, N. Y.

COIN CARDS.

6 FOR 1c., printed, in quantities. Sample, 2c. C. A. KING, Beverly, Mass.

83 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. City.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE ROSTRUM, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 35 cents per line each insertion. Send along your advertisement.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING and distributing. FRANK BEN-HAM, Homer, Mich.

NUMBERING MACHINES.

OUR numbering machine is the best. WETTER NUMB'G MACHINE CO., 315 Kent Ave., Bklyn.

MISCELLANEOUS.

TIRES by mail, puncture proof, \$1 pair. Anti-Cactus, 97. Pleasure to ride. ROADSTEEL CYCLE WORKS, Camden, N.J.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

BANKRUPTCY BLANKS.

BANKRUPTCY BLANKS—Wholesale and retail. Uniform U. S. S. C. forms. Voluntary sets, \$1.25. LAW REPORTER CO., Washington, D. C. Discounts to trade only.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. GILL ENGRAVING CO., 140 Fifth Ave., New York.

ADDRESSES.

400 NAMES and addresses of well-to-do farmers and merchants of Kearney County, Nebraska, printed on labels all ready to paste on wrappers, 50c. DON H. WIMMER, Minden, Neb.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet samples, for stamp. H. KAHRS, 240 E. 33d St., N. Y.

PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. FERRIS BROS., 45-51 Rose St., N. Y.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. RAISBECK ELECTROTYPE CO., 24-36 Vandewater St., N. Y.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. BASSETT & STUPPIN, 45 Beekman St., New York.

DISTRIBUTING.

HOWE ADDRESSING CO.
A 23 So. 4th St., Philadelphia. A
A Delivery by special messengers of Calen- A
A dars, Pamphlets, Books, Circulars, Cata- A
A logues, etc., with or without receipts. A
CCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCC

NEWSPAPER BARGAINS.

PROPERTIES for \$450 cash down and \$450 balance on easy terms, in Ohio—\$200 down in Virginia—\$1,000 down in New England—to \$12,500 poultry monthly in the West; paid \$7,500 last year. Two fine opportunities for practical men with \$1,000 each.

Those who mean business are invited to visit or correspond with
C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

LINOTYPE AND STEREOTYPE METAL.

IMANUFACTURE the best linotype, stereotype and electrotypes in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

NEWSPAPER BROKER.

SELLERS and buyers, big and little, have confidence and take to original methods of A. H. SMITH, Newspaper Broker, Earlville, Ill., like a duck takes to water. Why delay? Write for information to day.

FOREIGN LANGUAGES.

TRANSLATING and printing in Russian, German, French, Polish, Hebrew, Hungarian, Spanish, Chinese, etc. Work guaranteed and plates furnished. INTERNATIONAL PRESS, 15 New Chambers St., New York. Tel., 961 Franklin.

SYSTEMS.**ARE YOU A PUBLISHER?**

If you are, you want more advertising.

Within the past few years I have secured some of the best advertisers in the country for an original advertising medium. I did this by means of a clever and persistent system of personal letter writing direct to the advertiser and to his advertising agent.

I have collected and card indexed an immense amount of information about a great number of advertisers, their methods and times of placing business. I know enough about their plans to enable me to make my system result in securing good advertising contracts. I know which agencies place the business and the particular man in each firm or agency who has the business in charge.

I can adapt my plan to your paper and conduct a service for you which will bring big results and secure contracts.

I am a publisher myself and have used this scheme with great success.

If you want more advertising and are interested in the question of how to get it, write me and I will tell you more about it.

JAMES ROACH,

P. O. Box 923,

Philadelphia.

CARBON PAPER.

WHEN you can buy good carbon paper at the same price, why continue buying that "dirty, sticky, smutty kind"?

To know what really high-grade carbon paper is like send stamp for sample book to WHITE FIELD CARBON PAPER WORKS, Red Bank, N. J.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

ADVERTISING MEDIA.

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

POST, Middleburgh, Pa., 2,000 circ'n weekly, 10c. per inch, brings satisfactory results.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 35 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 6,900.

1 CENT a word, 35,000 circulation guaranteed. No ads taken for less than 25c. FARM AND HOME, Homer, Mich.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, eight years old, is the greatest advertising medium in the shoe trade. Rates 20 cents a line.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 50c. Ad rate, 10c. line. Close 24th.

PRESS-REPUBLIC, Springfield, O. Leased wire Associates' Press report. Sworn circ'n guaranteed by Citizens' Bank to exceed 8,000 daily.

WICHITA, Kan., THE STAR reaches over half the rural families in Sedgwick Co., pop. 45,000. Rate, 9c. per inch. Wheat crop is excellent.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as THE AD-WRITER, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PASSAIC CO. PRESS. Nine 8-page weekly suburban papers, 12 to 15 miles from New York City. Total circulation, 2,600. Classified ads, 5 lines, 50c. per month. Display advertising, \$1.50 per inch per month. Main office, 266 Main Street, Paterson, New Jersey.

THE ANNALS OF GYNECOLOGY AND PEDIATRY—the only journal in New England devoted to gynecology, obstetrics, abdominal surgery and the diseases of children. Fourteenth year, strongly established. \$1.50 the year. Advertising rates upon application. THE ANNALS PUBLISHING CO., 143 Pearl St., Boston, Mass.

MANUFACTURERS' JOURNAL; sample copy 10 cents. 300 Montague St., Brooklyn, N. Y.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

THE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the DODGE COUNTY REPUBLICAN, Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the REPUBLICAN. All home print. The best equipped county printing establishment in the State. The REPUBLICAN carries more ads. at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAYER, publisher, Kasson, Minn.

ADDRESSING MACHINES.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as Printers' Ink, Cosmopolitan Magazine Co., Butterick Pub. Co., Comfort, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

TO LET.

TO LET: White Mountain—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; 24-beds for six horses; excellent garden. For further particulars address owner, GEO. P. ROWELL, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HARTLEY, 15 Vandewater St., New York.

TEXAS oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c. per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 155 La Salle St., Chicago.

ADVERTISING NOVELTIES.

SAFETY Bill Books, Samples, etc., 10c. SAFETY B. B. CO., 221 Equitable Bldg., Balto., Md.

ADVERTISING novelties of wood. AMERICAN MFG. CONCERN, Jamestown, N. Y.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

THE warmest of all PRINTERS' INK babies is THE AD-WRITER, St. Louis. Ten cents brings sample copy. World's Fair City, 1903.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MAGAZINE FOR SALE.

MAN with fair publishing experience and \$10,000 to \$25,000 can buy sale, promising magazine business. Not a weak publication, chasing blindly after the big magazines, but a strong proposition having its peculiar advantages. Good thing for ambitious newspaper man wanting to live in New York City. **EMERSON P. HARRIS**, 253 Broadway, N. Y.

PRINTERS

WE print an attractive, booklet, 8 pages, 3 1/2 x 5 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$35. For illustrations and writing copy, if so desired, we make a small additional charge. **PRINTERS' INK PRESS**, 10 Spruce St., N. Y.

FOR a limited time I will print and deliver at your postoffice, charges prepaid, 1,000 type-writer linen letter-heads, 5 1/2 x 8 1/2 inches, for \$1.50; 5 1/2 x 11 inches, \$1.80; statements, No. 6 billheads or packet noteheads, \$1.75, cash with order. Proofs submitted if desired. High-grade work. **WILCOX**, The Printer, Milford, N. Y.

WE fill orders for printing for any part of the U. S. Booklets, folders, circulars, letter-heads, noteheads, envelopes, statements, bill-heads, pamphlets, cards; best work at lowest prices. Fine catalogue work a specialty. Send us samples or description of what you want and we will quote you prices that will save you money. All orders have our prompt attention. **ROWAND PUB. CO.**, Bellefontaine, Ohio.

FOR SALE.

OINTMENT, sure cure for eczema. Will sell formula. **MRS. JOHN F. CROUNSE**, Princetown, New York.

FOR SALE—Quick, a good legitimate mail order or agent's proposition, with stock. Your price gets the business. **G. B. CONKLING**, Binghamton, N. Y.

PRACTICE of medicine through the mail. Well established and growing. Large cash profits. Good reason for selling. Address **"SECRETARY," P. O. Box 636**, Cincinnati, Ohio.

FOR SALE—A fine lot of juvenile plates (about 600), with copyright, size 5 1/2 x 7 1/2 inches; short stories and jingles by best writers, finely illustrated in wood and pen and ink. Many natural history articles. Suitable for children's books or school readers. **L. ELKUS**, 159 Nassau St., N. Y.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

FOR SALE—On account of too much other business I will sell Registered Trade-mark, Formula, stock on hand and entire business of a most excellent proprietary skin and scalp soap that is now on sale in drug stores throughout the Middle and Eastern States. A lot of good newspaper and other advertising has been done on this article the past four years. A nice growing sale has been established. Profits are over 60 per cent. \$2,000 will buy everything. Can be pushed along with some other article or alone. Address **"SOAP," care Printers' Ink**.

ADVERTISEMENT CONSTRUCTORS.

ARTHUR F. SWIFT, Omaha Building, Chicago. Mail order business only.

WRITE me about my business-bringing ads. **H. L. GOODWIN**, Malden, Mass.

W. M. WOODHOUSE, JR., Trenton, N. J., writes advertising that inspires confidence.

LITTLE talks that hit the heart of your business. **JED SCARBORO**, Brooklyn, N. Y.

TRY a dollar's worth of Peterson's Pertinent Paragraphs. **P. O. BOX 77**, Buffalo, N. Y.

RETAILERS, add a mail order department. **GEO. E. CRAW**, 115 Dearborn St., Chicago, Ill.

DURING July I will write 8-page booklet for \$2. **LOUIS O. EDDY**, Marshall Field Bldg., Chicago.

D. R. FOOTE'S New Discovery advertising is our work. Ask for quotations. **M. P. GOULD CO.**, Bennett Bldg., New York.

FOUR to eight original common sense ads written to sell goods at \$5 to \$8 per month. **EDWIN S. KARNs**, 437 E. 42d St., Chicago.

IF you sell a medicine let me write your ads—that is my specialty. Three ads for \$2; 4-page circular, \$5. **C. B. PERKINS**, 33 Globe Bldg., Boston.

TEN years' experience as advertiser. Will write ten "business pullers," just to get acquainted, for two dollars. **J. C. NEELY**, 476 Adams St., Chicago, Ill.

"JACK THE JINGLER'S" best of fads in writing rhyming business ads. Of path and point, for every use. His New York address is 10 Spruce.

A BARGAIN for store-keepers. Ten original, business-bringing advertisements, to fit 4-inch space, for 43 cash. Satisfaction guaranteed. **STAR ADWRITERS**, Star Bldg., Washington, D.C.

SHOE ads in charcoal. Cost little, attract attention and bring business. Send to-day and get right for your town letter of advice and six ads, \$1.50. **J. C. NEELY**, 476 Adams St., Chicago, Ill.

LAUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON**, Advertising Writers and Agents, Woman's Temple, Chicago.

DO you want a good ad of your business, without any frills, a business bringer, either rhyme or the plain kind? Then send us \$5c. and data for one, or \$1 for three business boosters. Money back if we don't fill the bill. **MORRISON, AD**, Mankato, Minn.

I SEEK opportunities to mail samples of my work (prepaid, of course) to such as believe the very best obtainable advertising matter none too good for them. Are you such an one? **FRANCIS L. MAULE**, Commercial Literature, 462 Sansom St., Philadelphia.

HENRY FERRIS, his **FF** mark, 1049 Broadway Building, Philadelphia. Advertiser and designer, sometimes advertiser. If you simply want better advertising, and don't know how to get it, come and see me. If you know just what you want, write.

WE offer intelligent service in writing and illustrating advertisements effective, well written, nicely displayed ads. Advertisements put in type and electrotyped furnished. We do all or any desired part of this work. Price reasonable. **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

"THE world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO., St. James Bldg., New York. Phone 1748 Madison Sq. B'way & 26th St.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. **PRINTERS' INK** has over one hundred imitators, yet **PRINTERS' INK** covers all their territory besides its own chosen field. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

MAILING CARDS



SERIES of attractive mailing cards, each one illustrating some point about your business and clinching the points with some strong, convincing argument, is a very effective way of cultivating the ground for the business of jobbers, manufacturers and wholesale merchants. * * * * *

We will write, print and illustrate such a series for any business and warrant striking and original effects. Prices and estimates on application.



Printers' Ink Press
10 SPRUCE STREET,
New York City.

IF WILLIAM WERE ALIVE

he would marvel at no improvement
of Pittsburgh more than at the

PITTSBURGH

Chronicle

It always was a good newspaper, but in the last
it is conceded to be the brightest evening paper w

A well-known business man remarked the other
any other evening paper. And this just about ex
CHRONICLE TELEGRAPH has shown enterprise in so m
to regard it as foremost in all newspaper enterpri

IT'S THE GREAT EV

and those familiar with business affairs in Pittsbu
a strong hold on the advertising appropriations.
more advertising than either of its evening ente
vertisers have found it to excel for every class of
conservative business people consult.

THE S. C. BECKWITH

Sole Agents Foreign

43, 44, 45, 47, 48 & 49 Tribune Bldg., New York

AM PITT IVE TO-DAY

improvement in this old town
in the achievements of the

SBURGH

e Telegraph

in the last year it has steadily improved, till now
paper west of New York.

and the other day that he never thought of reading
about expresses the opinion of the public. The
e in so many different ways that people have come
enterprise.

T EVENING MEDIUM

n Pittsburgh are aware that the evening paper has
iations. The CHRONICLE TELEGRAPH carries much
ng contemporaries, which simply means that ad-
clas of advertising. Results are the only oracle

ITH SPECIAL AGENCY,

Foreign Advertising,

New York.

469 The Rookery, Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 17, 1901.

THE "Mobile" advertising on pages 46 and 47 of *Harper's Magazine* (advertising portion) for July makes an interesting argument for the wares exploited.

COMPETITION may not be the life of trade, but it is frequently the life of advertising. Three or four merchants in the same line, advertising in the same mediums, are as sure of a reading as one, while the effort to present clearer arguments and more readable facts precludes cut-and-dried advertising methods and materially betters the tone of all matter printed.

ADVERTISING can be made to sell people things that they do not want, but that is the least profitable way of using it. Advertising is a force, and force takes the line of least resistance. With plenty of space properly filled it would be possible to convince the blacks of Mississippi that they needed a set of the *Encyclopedia Britannica*, but it would be much less expensive to sell them copies of Napoleon's Dream Book and there would be fair prospects for future business. Upon the same principle the merchant who palms off a lot of shopworn, out-of-style goods through a widely advertised sale is practically making enemies of his patrons and teaching them that there is no dependence to be placed upon his advertisements. In fact, such announcements are not advertising at all, but its direct opposite.

DIRECT arguments in direct language bring direct replies and direct results.

THE man who writes an ad around a stock cut is somewhat like the man in the venerable British joke who found a watch key and had a timepiece made to fit it. Yet, while both the processes are clumsy, there is nothing whatever to prevent good work on the part of either adwriter or watchmaker.

AN enthusiastic reader of the Little Schoolmaster writes to express his appreciation of the scissor editor's work. He believes that it would be a physical impossibility for a busy man to cull the choice things printed in PRINTERS' INK's babies—which number over a hundred—to say nothing of the thousands of equally good things that appear in all classes of publications, and he commends the wise choice that is made for the Little Schoolmaster's columns. "To get together a more interesting collection of items on advertising and allied subjects would be utterly impossible," he writes, "to say nothing of the original matter."

ONCE it was, "Young man, go West." Now *Leslie's Weekly*, for July 6, advises all young men to go South, and says that the development of fuel oil in the South is bound to lend a new and powerful impetus to Southern industry. It is there, according to the writer of the article, that opportunity in its largest and most alluring form awaits the conquering genius of young American manhood. It is there that nature has assembled more closely than anywhere else in the world the raw materials which supply industrial enterprise. It is there that we shall probably find within the next quarter of a century the center of the iron, steel and cotton manufacturing interests on the Western hemisphere. Continuing, the writer waxes enthusiastic over what he regards as the rosy outlook for the future of the South, gives a few commercial statistics and concludes by repeating the injunction, "Go South, young man."

ADVERTISING right makes advertising might.

A CORRESPONDENT of PRINTERS' INK writes: The city of New York recently furnished a highly instructive lesson on the value of advertising. The city wished to sell eighteen superfluous park animals and 409 pounds of wool sheared from a flock of fancy sheep kept in Central Park. With great wisdom it advertised the event in a publication of its own called the *City Record*, which is charitably supposed to go to every citizen in Greater New York, and which really goes to but a few politicians. As a result six persons attended the sale, the wool was auctioned off for half the quoted market price, while the eighteen deer, sheep and zebus, worth several thousand dollars, were sold to people who bid a nickel at a time, and brought the great sum of \$241.45.

As every copy of the *News* printed costs us over two cents to produce it, it has been difficult to see the wisdom of reducing the retail price to one cent, which means but half a cent to the publisher. Of course, the difference is paid by the advertiser.—*Detroit News*, June 29th, editorial.

The postal laws forbid the carrying in the mails of papers published at a nominal price, yet no one expects the postoffice department to exclude the *Detroit News* because it admits it gets from the reader no more than a quarter of its cost. Were it not for the postal laws there would be as excellent papers, daily and weekly, printed for free distribution as are now to be had for a subscription price—and the United States mails would be snowed under with second-class matter carried at one cent a pound. Why will not Congress do away with all this foolishness about the character and object of a periodical, which no one is competent to declare without risk of injustice, and fix an equitable price at which printed paper may be mailed, no matter where presented or by whom? The present laws against sealed or unsealed matter that is unfit for distribution would still be in force.

ADVERTISING and humor seldom combine well for the reason that advertising is a serious business.

CRITICISM, like charity, usually begins at home—or should. When advertising in a certain medium fails to "pull," that medium catches the blame in nine cases out of ten. Yet there are only two good reasons why a medium cannot bring results: its circulation is either not large enough or not of the right class. On the other hand, there is a round dozen reasons why an ad itself will not attract business through the best medium obtainable—matters of display, copy, prices, demand for one's goods and the like. As a matter of good sense and justice to his own interests the advertiser who has "a kick coming" should be sure of his own case before taking up that of the publication.

THE custom of purchasing by mail is becoming so widespread and popular that it will soon be necessary for city retailers to give their customers mail service to a limited extent. For instance, city people who spend the summer away from home are legion, and while many of them come to town on shopping tours, there are many more who would be glad of opportunities to order goods after the fashion of their country cousins. Those going to resorts or upon vacations usually signalize their departure by purchases, making it an easy matter for retailers to know when they are going. A little care to the securing of addresses, with subsequent mailing of folders and booklets announcing new goods, would certainly result in securing considerable trade that would otherwise go elsewhere. Quite outside of the profit, such service would be a good ad, for it would be appreciated by all, and appeal even to those who habitually came in on shopping tours. The cost of thus advertising a new hat, tie or the latest novel would be trifling, while a fair degree of success with lesser articles would perhaps warrant the issuing of a small catalogue.

"ALL men are created free and equal" in advertising, and the man with a three hundred dollar appropriation has a chance to out-strip the man of three hundred thousand if he knows how to use his three hundred dollars.

THE "sandwich girl" is now a veritable fact in New York. "Royal Headache Tablets" are advertised by a procession of eight young women dressed in the calico gowns of country maids and bearing ads upon each side of ample sunbonnets, as well as upon their neckerchiefs. The bonnets serve to hide the faces of the maids from the curious and flirtatious. The procession parades Broadway every day, followed by a man with samples and circulars.

A ONE-CENT paper called *To-Day*, established in Detroit in the year 1900, says of itself in a "Publisher's Announcement" in the June issue of the American Newspaper Directory:

Publisher's Announcement.—*To-Day* is the pioneer penny evening paper of Detroit, with a sworn to circulation of 25,000. It gives the news in a concise, snappy style, and its motto is to "print the truth, no matter whom it helps or hurts." Ably and fearlessly edited, distinctive in name, style, features and mechanical arrangement, *To-Day* meets a popular demand, and is giving splendid results to foreign and local advertisers. Six and eight pages, with seven honest, standard 13-em columns to the page. No advertisements accepted that the publishers cannot personally vouch for. All advertisers are privileged to make the most searching investigation of circulation accounts. Samples and rate cards on request. The compactness of *To-Day*, its handsome, modern typographical appearance, and the freedom of its columns from offensively worded and indelicately illustrated advertisements, are strong points in its favor as a desirable medium for the announcements of legitimate advertisers.

There is nothing specially remarkable about the announcement reproduced above except its straightforwardness of statement. That *To-Day* has made for itself a place seems proven by the recent move on the part of the *News*, *Journal* and *Tribune*, whereby with one consent and on the same day, they all came down to the modern standard price for a daily paper—one cent.

THE only unvarying rule that can be applied impartially to all newspaper advertising is the agate rule.

THE newest "PRINTERS' INK baby" is called *Mail Trade Ideas*, and is published monthly at 26 Central Wharf, Boston, Mass., by D. J. Curran, at one dollar a year. The initial issue is certainly an interesting and original one.

THE "BOOK-KEEPER" AND FICTION.

Mr. L. L. Cline, a contributor to *Advertising Experience*, says:

Most publishers are looking for circulation, and many of them are spending twice the cost of a year's subscription for every subscriber. The wonder to me is that more of them do not try the use of a department of fiction.

In discussing this subject recently with the editor of the *Book-Keeper*, I was surprised (notwithstanding my old theory) to learn that the enormous circulation of that journal (something near 100,000 copies) was credited by him as directly due to the use of a judicious amount of fiction. This circulation has placed him in a position to compete for magazine business on the basis of their own rates.

The fiction in the *Book-Keeper* is of a nature to interest the financier and the office man and is as instructive regarding modern business method as it is entertaining to the general reader.

—L. L. Cline.

"THE SUNDAY SCHOOL TIMES,"

PHILADELPHIA, July 3, 1901.

Editor of PRINTERS' INK:

A partial explanation of the statements of E. H. Beach, of the *Book-Keeper*, may be, that this is Mr. Beach's system of "double entry" book-keeping. I am afraid if his pupils follow this system, they will have to skip to Canada. Luckily for Beach Detroit is very near Canada. Very truly,

WILLIAM KOHN.

PROVING CIRCULATION.

(Extract from a circular sent to an advertiser.)

The publishers of the *Book-Keeper* will very cheerfully prove its circulation at any time upon request by sworn affidavits, postoffice receipts, or both, and will pay \$1,000 to any one who can show that its circulation at the present time is not in excess of 60,000 copies per month.

(Affidavits are always available; but postoffice receipts are less so.)

DETROIT, Mich., April 29, 1901.

Mr. A. L. Saran, Indianapolis, Ind.:

Our postoffice receipts are now in the hands of our New York and Chicago offices, and we are unable to supply them to you, but we will be glad to furnish you with a sworn statement at any time.

E. H. BEACH, Editor.

LONG AGO IN TEXAS.

We see that there is some inquiry as to the early journalism of Texas, and as we are now the last of the old stock of Texas journalists, having first gone at the business in the town of Matagorda in 1845, the day after annexation, then a boy of fourteen years, we believe we can speak advisedly, writes C. H. Hanson, the veteran who edits the Stockdale (Tex.) *Enterprise*. The first paper in Texas was started by Charles De Morse in Nacogdoches in 1836. About the same time the Matagorda *Bulletin* made its appearance, old Simon Masina editor and James Atwell printer, and about the same time a paper was started in Velasco under the auspices of Brewster, then private secretary for General Sam Houston, which was soon after moved to Columbia. In 1840 Judge Moore started the *Houston Telegraph*, which afterward fell into the hands of a joint stock company headed by old Jim Stevens, Billy Baker and Frank and Tom Lubbock. In 1842 Wilburn Cherry, assisted by Judge Lesley Thompson, Frank Merriman, Esq., et al., started what is now the *Galveston News*. Soon after old George Robertson started the *Huntsville Item*, Parson Lancaster the *Texas Ranger* at Washington on the Brazos, old George Rankin the *Brenham Banner*, and in 1848 Logan & Sterne moved out from Kentucky and established the *Tex(i)an Advocate* at Victoria, and in 1849 Dalum & Gilbert bought out the Matagorda plant from James Atwell and moved it to Indian Point, now known as Indianola; Dalum died and E. F. Gilbert moved the plant back to Matagorda. In 1852 John Henry Brown established the *Bulletin* at Indian Point, and his wife named the town Indianola, and about the same time Rev. Thrall, author of "Thrall's History of Texas," started a paper in Port Lavaca, and almost simultaneously the *Galveston Civilian* was established by Hamilton Stuart. The first daily paper in Texas was the *Daily Age of Commerce*, in Houston in 1856, C. H. Hanson editor and publisher. In the spring of 1857 there was a general strike among the printers in both Galveston and Houston, and they started a daily paper in Galveston under the management of Wilburn Cherry and John and Alex Dunn.—*Newspaperdom*.

MUCH IN A NAME.

A great deal of the success attending the launching and profitable conduct of a mail order article lies in the naming of it. Immense fortunes have been made from bright and happy thoughts upon names given to new articles, although the things themselves may not have been, strictly speaking, winners, and many an article of merit has passed into innocuous desuetude by reason of a common title or an ordinary headline used in advertising it. It will always pay to start out right by using a catchy title. If it does not come to you, then pay for some bright idea which will render your goods instantly popular. There is much "in a name," Shakespeare to the contrary notwithstanding.—*Ad Sense*.

GLANCES AT PLANS OF CAMPAIGN.

When opening an advertising campaign, it seems to be difficult to resist the temptation of covering the whole of the country with a thin line of attack.

Many an appropriation has quickly vanished without any tangible results by adopting such tactics. It is not enough to have a good article and an advertising appropriation; these are not the end, but simply the means to the end.

It is the duty of every special representative to assure the advertiser that he represents the best publication for the advertising of that particular article, and in many cases he is perfectly right. It is simply a matter of time when his space ought to be bought—sooner or later, and in nine times out of ten it ought to be later—much later.

The truth of the matter is that the special representative, although one of the most intelligent and important officers in the advertising army, is not the man to lay out or control the campaign; it is not his profession; he is not in a position to decide which is the best publication to use; that is the business of the advertising agent. That he (the advertising agent) will be criticised goes without saying.

No two campaigns are identical.

Looking over our own campaigns, we find some in which the whole of the original appropriation was invested in one publication, and sometimes in one insertion, using large space.—*Our Wedge*.

WHERE HE LEARNT IT.

"What an extraordinarily courteous and polished gentleman your friend Scrivener is!"

"Yes. I presume it is the result of his constant reading."

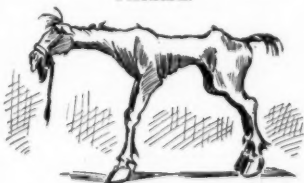
"What literature produces such desirable results?"

"He always reads the rejection slips that accompany his MSS."—*Harper's Bazar*.

PRICES.

The price of an article is a part of its description. The purpose of advertising is to describe goods the public wants to buy. Without the price the description is inadequate—the public has not been given all the information it wants and is entitled to.—*New England Grocer*.

ILLUSTRATED ADVERTISING PHRASE.



"IN USE FOR OVER THIRTY YEARS."

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kemserville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

KENTUCKY.

THE Princeton (Ky.) CHRONICLE circulates 1,500 copies weekly in the tobacco belt.

MAINE.

TO reach Rockland (Me.) people—best, quickest, cheapest—advertisers use the **DAILY STAR**.

MASSACHUSETTS.

THE Lowell, Mass., TELEGRAM is the only Sunday paper published in Middlesex County. It is delivered direct to the homes in Lowell and all the surrounding towns on a day when people have time to read. It has more readers than any three other Lowell papers combined. It carries more home advertising than any two other local papers because it pays advertisers best. Write for sample copy; it will speak for itself. New York office, 150 Nassau St. (S. S. Vreeland, representative), Boston office, 12 Globe Bldg. (John F. Ackers, representative), Home Office, 23 Merrimack St., Lowell, Mass.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the wave? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**. Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

OHIO.

TO reach mail order buyers, try **PENNY MONTHLY**; 10c a line; circ'n 25,000; Youngstown, O.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

CLASS PAPERS.**ADVERTISING.**

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/2-page \$25, 3/4-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

BAKERS.


2,500 BAKERS every mo. read **BAKERS' REVIEW**. If you have anything to sell that they use, the proposition is self-evident. Page \$30, half page \$16 per issue. Park Row Bldg., N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

PRINTERS' INK.

10 SPRUCE ST., NEW YORK. \$4 a year in advance.



**STUDIOUS
Young Men**

WHO HAVE
AMBITION
HAVE THE

**CHANCE
TO EARN PRINCELY SALARIES
BY
TAKING A COURSE OF AD WRITING AT THEIR
HOMES. THOROUGHLY PRACTICAL AND
REMARKABLY INEXPENSIVE**

WRITE FOR PROSPECTUS
**MARYLAND COLLEGE OF INC
BALTIMORE MD AD WRITING**

\$2,000,000

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

THE SUNDAY NEWS,

Troy, N. Y.

"WHAT HAPPENED TO WIGGLESWORTH,"

book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier-Gazette. Will be on sale everywhere, read by everybody.

We await your inquiries

Est'd 1853. *Gordon & Son* 15 St. Bride St., LONDON.

British Advertisers' Agents.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

THE CHURCH PRESS ASSOCIATION



LIST OF THIRTY Church Magazines


are edited by brainy pastors for live Churches of different denominations everywhere. Filled with pure, interesting reading matter for the home. Excellent, economical publishing plan for Churches, and a good advertising medium.

CONSOLIDATED

The **Evansville Morning Journal** has been consolidated with the **Evening News**. The evening edition is now published as the **Evansville Journal-News** and the Sunday morning edition as the **Sunday Journal-News**. Circulation **11,000**. The best advertising mediums in Southern Indiana.

EVANSVILLE JOURNAL-NEWS COMPANY,
EVANSVILLE, INDIANA.

EVERY SATURDAY




SPORTING LIFE

Base Ball, Trap Shooting
and General Sports

For 18 Years the Acknowledged Authority
Advertising Rate, 15 cents a line.

Sporting Life Publishing Co. Philadelphia, Pa.



The Patriot

HARRISBURG, PA.,

is a paper that goes into the homes. It does not acquire a large circulation through street sales. Thousands of its subscribers do not take any other newspapers. Do you realize their purchasing power? Do you want their patronage?

Youngstown, Ohio, Vindicator

DAILY: 10,000 SUNDAY: 10,000 WEEKLY: 9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

SEND FOR A SAMPLE COPY OF

THE ADVISOR

the great monthly magazine devoted to the interests of
advertisers.

PHILLIPS & CO.,

ADVERTISERS ALL OVER THE WORLD,
1133 BROADWAY, NEW YORK.

THE HOME MAGAZINE stands for "The Home" in
the broadest sense of the word; the home of the old as
well as the young—the home of the father, husband and
brother, as well as the home of the mother, wife and
sister. *The New York*

HOME MAGAZINE

goes to

75,000

home-makers every month, of whom 45,000 are paid sub-
scribers. It is more eagerly looked for and cherished than
any other ten-cent magazine. It offers a rich field for ad-
vertisers. Rates may be had on application at any of the
leading advertising agencies or of

CHAS. D. DICKENSHEETS,

ADVERTISING MANAGER,

116 Nassau Street,

New York.

A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

H. W. SEYMOUR, Publisher,

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

Street Car Advertising.

No matter how good your article may be the public will never know anything about it unless you advertise.

The safest, surest, quickest, cheapest manner to tell the public is through the street cars.

Patience, persistence and change the cards; let this be your creed and you will win.

Everybody rides in the cars and everybody reads the car cards. Question those who deny reading them and you will find that they can call off a dozen cards that they do remember, notwithstanding their statement to the contrary.

Don't you think that if you were riding in the street cars day after day that the particular names and kinds of goods advertised would make an impression on your mind?

It would, and it does, and whenever the same people come to buy some needed article they will buy the one they see advertised in the cars in preference to any other.

From automobiles to matches there is nothing which cannot be advertised profitably in the street cars.

Of course there are certain lines of cars in which you could not profitably advertise some things, but this statement does not apply to the cars controlled by George Kissam & Company.

When you contract for space in their cars you are contracting for the best street car advertising service in the world, and the kind that pays.

Why is it that firms like Hood's, Carter's, Ayer's and all the leading advertisers patronize street car advertising? It is because they are shrewd and extensive advertisers and they know it pays. If it pays them it will pay you.

If it is good for those already using this medium it is good for you, provided you do it right.

You pay double for position in almost any medium you can

name except the street cars. Here you are not one of a hundred or more, but one of sixteen or twenty. Any space is good in a street car, and if you get the right cards there will be no doubt about the result—they will be read and you will hear from them.

And they will be read at the right time, for the street car is the vehicle that brings the buyer to the seller. There is no better time to remind the people of your goods than when they are going out to buy.

When you are ready to place your appropriation for street car advertising consult reliable parties and save time, money and annoyance—consult George Kissam & Company. They control the largest and best number of America's most prosperous cities, have branch offices, skilled employees to properly place and look after their clients' cards, and a glance at their cars will show the advertisements of the world's leading advertisers therein. When you advertise in the cars you want the best. Using George Kissam & Company's system you get it.

The different street car systems of Chicago in which Kissam & Company control the advertising are admittedly the best in the great metropolis. They cover over three-fourths of the city of Chicago, and carry annually over three hundred million passengers. Almost all the lines of the North and West divisions come down into the city through Madison, State and Washington street loop or through the Dearborn street loop, making them mostly trunk lines and not crosstown lines or feeders.

The advertising service in these cars is the same that obtains throughout the country in the cities in which they control the street car advertising privileges.

By reason of the territory covered, the superior appearance of the advertising, their perfect system of checking and keeping track of the advertiser's cards, there is no better or cheaper method of reaching the people of Chicago and the thousands of daily visitors than by advertising in these cars.

Denver is truly termed the metropolis of the Far West. It is one of the most enterprising and beautiful cities on the American continent. It has a population of nearly 150,000 and a fine system of electric street railways. The advertising in all of Denver's street cars is controlled exclusively by George Kissam & Company, which is a guarantee of reliable service, and here as elsewhere the leading advertisers are always repre-

sented in the cars, as well as the live local seekers after publicity.

Between Denver and Chicago lies a trinity of Great Northwestern cities—Minneapolis, St. Paul and Duluth. These are the great cities of the greater Northwest and are thriving examples of American enterprise.

With a population in the aggregate of nearly five hundred thousand, and a bright, go-ahead class of citizens, the importance of being represented there is manifest to discerning advertisers.

George Kissam & Company control the advertising privileges in the cars of all three cities, and the combined systems are among the best equipped and managed roads in the country. The lines in the twin cities practically cover every point of travel, the interurban lines now having a monopoly of passenger traffic between each city. In Duluth there is also a large daily traffic, the cars running to all points of interest and travel.

Albany, the capital city of New York, has a fine system of electric railways. The advertising privileges are controlled by George Kissam & Company. Your card should be displayed in all the cars in Albany, particularly the Albany and Troy line, where the daily traffic is immense.

Troy has also a fine system of electric railways, covering the city proper and all the nearby towns and villages. The United Traction Company controls both Albany and Troy, and George Kissam & Company have the advertising privileges. Local advertisers as well as general are assured of first-class service in both these cities.

George Kissam & Company control the street car advertising privileges for thirteen other cities in the State of New York—Schenectady, Utica, Rochester, Amsterdam, Newburgh, Jamestown, Johnstown, Gloversville, Herkimer, Mohawk, Ilion and Buffalo, the Pan-American Exposition city. Also, the Brooklyn elevated road.

And, in addition to these, Kissam & Company control the exclusive street car advertising privileges in Trenton, Elizabeth, New Brunswick, N. J.; Erie, Pa.; Aurora, Elgin and Springfield, Ill.; Cincinnati, Columbus and Hamilton, O.; Milwaukee, Madison and West Superior, Wis.; Stillwater, Minn., and others.

The success of street car advertising depends largely upon the service rendered. The one thing to remember in contracting for space is that it is best to deal with a reliable agency, one whose connections over the entire field are such that every

little detail of the work can be thoroughly and competently carried out.

George Kissam & Company fill all these requirements. They have the cars, the plans, the ability and the experience that have made money for others, and they can make money for you.

System in street car advertising as supplied by them means success. Business methods, certainty of circulation and insertion, minimizing of waste—all of which stand for profit—this is the kind of service received from George Kissam & Company.

Street car advertising is, without doubt, one of the best mediums for introducing an article thoroughly and quickly, and of late every large advertising expenditure includes an appropriation for street car work.

One of the great advantages of street car advertising, and one which has induced many firms to take it up successfully, is the fact that it is not overdone. The space is limited; each advertiser has a divided space to himself, with ample room for illustration—all of which insures a certain individuality and prominence. This method of advertising commands the attention of all discriminating advertisers.

It is estimated that each car in a large city carries on an average one thousand passengers a day, and figuring this out at the price the advertiser is asked to pay, it amounts to about two cents per thousand people reached. Considering the size and prominence of the advertisement, this rate will compare most favorably with that of any advertising medium.

At the rate Kissam & Company charge for a card in their cars, it is the lowest for circulation that is continuous of any medium of publicity in the country. The number of cars in a city is usually proportionate to the population—one car in one city is as good as a car in any other city.

If your advertising is not pulling as you think it ought to—if your goods are not moving fast enough to please you—go in and have a talk with George Kissam & Company, at their office, 253 Broadway, New York. They may be able to stir things up to your satisfaction.

Persuading you to advertise in the street cars running through populous districts is but part of their business. The other is aiding you to get satisfactory results for the money you expend.

They control street car space most everywhere and would like to discuss the matter with you if you are interested.

One-Cent Evening Newspapers. CLEAN.

One ownership—one management.



Sworn Average Daily Circulation

JUNE, 1901,

The Omaha Daily News,
MEL. UHL, Manager,

21,163

The St. Paul Daily News,
J. HARRY LEWIS, Manager.

24,682

The Kansas City World,
F. W. KELLOGG, Manager.

32,074

Circulation figures will be made a part of every contract; we guarantee advertisers that we have only one rate for advertising. Books open.

B. D. BUTLER, Manager Foreign Advertising.

52 Tribune Building, New York.

705-7 Boyce Building, Chicago.

JAS. F. ANTISDEL, Eastern Representative.

We do not publish FAKES or "NASTY" Medical advertising.

Six Months' Foreign Advertising Showing

After eliminating and refusing to accept thousands of dollars' worth of objectionable medical advertising the papers of the Scripps-McRae League, The Cincinnati Post, The St. Louis Chronicle, The Covington, Ky., Post and The Cleveland Press, show net increase in Foreign Advertising for the six months ending June 30, 1901, as follows:

Increase in contracts closed during first six months of 1901 compared with 1900,

\$17,852.24

Increase in actual business run in the papers first six months of 1901 compared with 1900,

\$24,246.07

Increase in cash collected during first six months of 1901 compared with 1900,

\$18,523.09

Clean papers, properly conducted, pay both the publishers and advertisers.

F. J. CARLISLE,
Manager Foreign Advertising,
53 Tribune Building, 116 Hartford Building,
New York. Chicago.

Do You Want Some ?

Every publisher knows of one or two people—perhaps of a dozen or fifty—who would be interested and benefited by reading PRINTERS' INK and attending to its instructions.

The reading of PRINTERS' INK regularly is calculated to make a man who doesn't advertise now, consider the question seriously and perhaps convince him that he should advertise, especially in your paper. PRINTERS' INK is a journal for advertisers and shows the man who is now interested in advertising how to use his space to best advantage and may induce him to use more space.

The subscription price of PRINTERS' INK is \$5 a year, but the publisher of an approved paper can buy a specified number of \$5 coupons, each good for one year's subscription to PRINTERS' INK, and pay for them by inserting advertising in his paper.

This is a legitimate warm weather proposal worthy of consideration by every active newspaper publisher.

Write, stating fully just what is wanted. Address

**PRINTERS' INK,
10 Spruce St., New York.**

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

It most always pays to not only grant little favors not in the strict line of your obligations when they are asked, but to anticipate the wishes of your customers and offer to do things that you know will be pleasing to them. If I were a storekeeper I think I would instruct my clerks that when customers came in loaded down with bundles of various shapes and sizes, they should be asked if they would not like the packages wrapped with the purchase made in your store, making a single bundle that would be much easier to carry. Then I would see to it that these bundles were wrapped in strong paper, tied with stout twine and furnished with one of those advertising handles that can be had, advertisement and all, at about a cent apiece. A little service like this would be greatly appreciated by nine out of ten of those to whom it was proffered; and all the more appreciated because of its coming without even being asked for. It will cost a little, to be sure, but very little indeed as compared with the possible benefits. Another useful service that should be offered to patrons of every store of any size is a checking stand at or near the door on rainy days for the care of customers' umbrellas. This is a service that is not only a great convenience to the customer, but, in many cases, a real saving for the storekeeper, as a great many dollars' worth of goods might easily be damaged in a single day by the moisture or the drippings from carelessly handled umbrellas. On such days delicate goods should be kept away from the edges of

counters and as well protected as possible from the wet garments of customers. Every store that caters to women should have an easily accessible retiring and toilet room, and if the expense is warranted, should have a maid in attendance. Add to these conveniences the attraction of a neat little parlor, nicely furnished, with a few of the fashion and other papers appealing to women scattered about, and writing materials conveniently placed, and you have added a real attraction to your store; one that will lead to many a sale. Such a meeting and resting place for shoppers is now found in almost every store of any pretension everywhere. And even the small country dry goods store can easily set aside a small portion of its space with a few easy chairs for the customer who cares to avail herself of its comfort.

* * *

Don't let a high salaried man waste his time, which is your money, by doing work that a boy or some cheap man could do well enough. The head of a department or a head clerk in a small store should not go around dusting and arranging goods and doing that sort of work. If he doesn't happen to have anything in particular to do, he should put in his time thinking and planning for the betterment of that part of the business for which he is responsible. While he is wasting time doing work that some subordinate ought to do, he might easily be working out some scheme for cutting off useless expense or for increasing your business. And if you happen to come in and see him with his feet on his desk, apparently looking out of the window, don't make up your mind that he isn't earning

his money. By waiting a little and watching for the results of his apparent idleness, you are likely to find out that he was doing some good hard thinking just then, and perhaps earning twice as much as you were paying him. It isn't always the fellow who does the most rushing around and shouting that is the best employee. Very often the quiet chap, who has little to say and moves around at a business-like gait, but not hurriedly, works most effectively. Judge your people by results and not altogether by what they may appear to be or appear to be doing when you happen to see them.

* * *

The question of supplying at a cut price a demand that might be supplied at the regular price and profit is one that agitates a great many merchants and leads to many mistakes in merchandising. There are several sides to this question and it cannot be satisfactorily answered in a general way or governed by any fixed rule. Probably there are very few merchants who would sell at cost or at a loss, things that are not quickly worn out or consumed, if they knew in advance just how much to buy in order to satisfy the demands of their customers. But as it is impossible to accurately gauge the demands in any line, the over-buying that necessitates under-selling will probably go on till the end of time. It often seems like a mistake to cut prices on standard lines of goods—lines which you perhaps control in your town and on which you have spent a great deal of money in advertising. It seems better perhaps to carry over your standard lines of refrigerators, ice cream freezers and other goods of this kind than to cut out your profits or more and run the risk of offending your customers who have just bought at the regular prices. But you can be very certain that somebody else will cut prices on his standard lines and get not only some of your regular customers but some of your possible customers away from you. The competitor who

does this will get his money out of his goods, while yours will be locked up from July or August until the next May or June; and will re-invest it in merchandise that will perhaps turn two or three times, each time at a profit. Then when the next summer comes he is ready to buy fresh, new goods, embodying the very latest improvements, to put up against your carried-over stock. In selling at the cut prices he has not only won business away from you, but has done something toward establishing a reputation for low prices; and where he has offended one customer by cutting the price, he has pleased a dozen. On standard lines that are salable the year around I would not under any ordinary circumstances cut the price. If competition made it necessary to do something in this direction I would buy other lines on which to cut prices rather than cut on my regular controlled lines for which I had created a demand by advertising. Of course, this does not mean that well-known brands or standard lines of goods should not be cut for a fixed length of time for introductory purposes. I think it is inadvisable, especially in small or medium sized towns, to cut prices on large articles that will supply a demand for years to come; such things, for instance, as bedroom suits and other large pieces of furniture, stoves, ranges and things of that sort that are not quickly worn out or consumed. If you want to get attention to a furniture stock it is better to cut prices on some small article like a tabouret or a reception chair and similar small pieces, and cut prices on the larger pieces only when there is really some special reason for quickly disposing of them. I do not mean to confirm the opinion of the man who believes in keeping his goods until they bring the marked price when he knows that every new season finds them a little less desirable. I would never let anything become shopworn if a cut price would move it, nor would I go to the other extreme of cutting prices on seasonable goods at the

very beginning of a season unless I were heavily loaded with them and needed the money. Changing styles, fads and fancies make it risky to carry over goods except of some staple sorts, and the wise merchant will cut prices on all goods the demand for which is regulated by seasons just the minute he sees that he has more than he can sell at his regular price.

* * *

The ad reproduced below outlines a fairly clever scheme for keeping women interested in a store and thinking of it more or less for several months on a stretch. It's a scheme that will work very well almost anywhere and that should increase sales very materially in the department it is intended to advertise. The prizes in this case seem small and there is a possibility of giving offense in awarding them, though the awards are made by a well qualified committee. It seems to me that it might have been desirable to have said more in the advertisement about the braids and other materials in the department advertised, perhaps contrasting the size of the stock with that of similar stocks—of course, without mentioning a competitor by name—and making the claim that the principal purpose of the contest was to get women into the store in order to demonstrate that prices there were lowest and qualities the best. Here is the ad:

OUR PRIZE CONTEST

for the four best pieces of Hand Made Lace Work will close June 1st, instead of May 15th, as formerly announced.

All work must be entered on June 1st and left on exhibition in our store until June 15th.

The rules governing the contest are as follows:

To the lady making the largest piece of Hand Made Lace Work excelling in workmanship will be given the

First Prize of \$4.

To the Second, \$3.

To the Third, \$2.

To the Fourth, \$1.

The Braids to be purchased from us. Headquarters for Art Embroidery.

* * *

Be very careful not to set the standard of your advertising above the standard of your store. Don't call a little store twenty-

five by fifty an "Emporium" or "The Fair" or "Metropolitan" or any other similar name that suggests a large and important trading place. Be very careful not to convey a false impression as to the size of your store and stock. Write your advertisements so that the customer who comes in response to them will have to admit to herself the truth of every statement that you make. It may take time to teach your readers that your statements need never be discounted, but when once it has been thoroughly learned by them it will be worth more dollars to you than you can ever make by conveying false impressions about your business. Many advertisements that do exaggerate the size and importance of the business they represent are entirely innocent of any intent to do so. The writer is perhaps an enthusiast, and as he compares his store with others in its line, seeking out the best that he can say for it, it is the most natural and easy thing in the world for him to overdraw some of the features or trading advantages of his store. But he is wrong, and in time it will react, though so gradually and imperceptibly that its effects will hardly be noticed. I think the average advertiser would do well to sometimes ask a stranger, or at least one whose friendship would not bias his judgment, to tell him how his advertising fits the store. As a rule it is not safe to rely upon the judgment of outsiders in matters of merchandising; but I think that in such a case it is a most excellent thing to do, perhaps better where two or three are asked the same question. A forty-four inch coat on a thirty-four inch man is hardly less noticeable and ridiculous than the little store with a misfit ad that tries to make it appear like a big one.

* * *

There is certainly a great deal in the location of a business. Sometimes the very existence of a business depends upon its location. A friend of mine who was doing a fairly satisfactory business on the wrong side of the

street had an idea that it would pay him to get on the right side, yet had his doubts. He moved to the right side, however, and within a few weeks was able to pay the increased rental from the profits of his increasing trade without any special advertising effort, and while his stock was still disarranged and not in a condition to encourage buyers. Of course, there are plenty of instances where a change of this sort has worked in exactly the opposite direction; but I think it will generally be found that for a business with any prospects at all, the better location is worth its additional cost. It is certainly worth more to any merchant to have five hundred people pass his store every day than to have only two hundred and fifty, because his opportunities for selling are twice as great with the larger number. It doesn't follow that he will double the volume of his business, but it does follow that if his surroundings are right he will very greatly increase it.

* * *

In hiring clerks it will frequently be found a good plan to hire those who have a sufficient understanding of some other tongue to understand and answer any questions that may be asked by foreigners who cannot speak the English language. It is a good plan to have one salesman at least who can speak German, as this is a very common language, and, generally speaking, the trade of the people who speak it is worth having. Foreign-born persons who are clumsy in the use of the English language or whose English vocabulary is limited to a few of the commonest words, want no warmer welcome than to hear their own language spoken by a salesman. It brings them closer to the store and will often hold their trade even when they feel that it would be to their advantage to take it elsewhere. This may be a very small element in your case, may appear so small as to be hardly worth considering; but if two men of equal ability as salesmen apply to you for

a position and one of them speaks German, give him the place. You will find in nearly all the large stores signs conveying the information that certain foreign languages are spoken in that store.

* * *

I have before me a copy of the "Shoppers' Herald," an attractive little paper of four pages, about eight by twelve each, published by Frank M. Scott & Co., of Danbury, Conn. This little paper is intended for a wide distribution from house to house and through the mails to selected lists in adjacent towns and villages. I presume it goes into every farmhouse within easy shopping distance, and it contains a time table of every railroad running into Danbury, with a statement that "Scott will pay your fare both ways if your purchases at his store amount to ten dollars or over; one way if the goods come to five dollars or over." Close to this time table is a large and many pointed star with the firm name and address in the middle and one of its various lines on each point. This star is a greatly reduced reproduction of one which appears at all of the principal crossroads and at the railway stations of nearby country towns. Above and below the star are the legends, "All roads lead to Scott's" and "This star guides prudent shoppers." On the front page under the heading, "Scott's Store, Stock, Service," are a well written description of the store, a brief statement of the size of the stock and how it is chosen and a few lines describing the service. Then, with the exception of short chapters on "Scott's Millinery," "Scott's Dressmaking" and "Mail Orders," the paper is well filled with descriptions of goods, and with prices. It is set up three columns to the page, all except the chapters referred to being in single column, and good outline cuts are used liberally. It is a model of its kind and goes to show how easy it is to get up a really interesting little store paper, leaving out every bit of the rot and nonsense that is often

found in such sheets. If it were possible to determine what the comparison would be in costs and results with a similar space in the country papers reaching the same territory, it would be easier to arrive at a satisfactory conclusion as to its relative value. But I suppose it is assumed that the store paper reaches many who would not be reached by the country paper; that there is no chance for the reader's eye to stray from the Scott ad to somebody else's in the next column; and that the delicate flattery of appealing directly through the mails will lead to some business.

* * *

With the inevitable summer dullness will probably come the usual crop of fake sales. A great many concerns will start in with their annual or semi-annual "Going out of business," "Dissolution of partnership," "Rebuilding" and other sales that by any other name would mean the same. The late lamented P. T. Barnum probably knew just what he was talking about when he said, "The public like to be humbugged." But just remember, Mr. Merchant, that Mr. Barnum was in the show business and that circus methods in merchandising are not conducive to business longevity. I don't suppose that any merchant reader of PRINTERS' INK would ever conduct such sales anyhow, much less attempt to justify them by saying that he had thought of "Going out of business," or "Dissolving partnership," or "Rebuilding." Little deceptions are bad enough, but when it comes to dealing in them by the wholesale a storekeeper's finish is not far away. Have a good big rousing sale if you need one, but don't jeopardize your business prospects with the kind that I have described or with any of the many that are akin to them. As I have said before, have a good legitimate reason and tell people through your advertising what that reason is.

* * *

What I am about to suggest is probably a regular practice with

a great many clothiers, but I am sure that a great many others could adopt the idea with profit. What I refer to is the keeping of heavy and medium weight clothing right on the tables all through the summer instead of packing it away until cold weather. This scheme has a number of advantages. Instead of having half or more of your stock stowed away out of sight, you simply put it on your tables at the back part of your store and it increases the apparent size of your stock. It is there where you can lay your hands on it and accommodate those who occasionally want unseasonable clothing; and while a little extra help may be required to keep it in proper condition, it is much more salable when cold weather comes again than it would be if permeated with the odor of camphor, moth balls or other very fragrant preparations that invariably betray the carried-over garment. In addition to this you can always take a mental inventory of your stock in a very few minutes, and as the time approaches for buying new, you can more easily determine what to buy than by consulting a memorandum of goods that are packed away. I was discussing this matter recently with a clothier and he told me that he had made a number of good sales of heavy-weight goods this summer through having them where he could easily get at them; one man, for instance, buying a heavy ulster to wear while driving early in the morning and late at night. Of course, where your table room is limited you may not be able to put this idea into practice without making the piles so high that it would be difficult to take care of them; but I believe it is an excellent idea for those who can use it, simply for the impression the stock will create in the minds of the customers. Of course this scheme works both ways; the summer goods may be kept out through the winter just as well, though the sales in such a case, except for an office coat now and then, would probably be very small indeed.

THINK!

"You can lead a horse to water, but you cannot make him drink! You can give points to some men, but you cannot make them think!"

FOR the past seven years I have spent thousands of dollars annually in advertising and circularizing, trying to induce printers to *think*, and although nearly eight thousand of them have taken advantage of the points offered there are many more thousands who are too short-sighted or too egotistical to pay cash in advance, and who would much prefer to be charged double and even treble my prices, simply because they are granted thirty or sixty days' time in which to pay the bill. Some printers forget to pay their bills, but the honest fellow helps the credit ink man to carry these beats, as the risk assumed is always charged on the purchase price. I am the only ink man in this whole world who will not give credit to a responsible party, and it matters not who you are or what you are, my terms are cash in advance, otherwise you don't get the goods. When any fault is found, you can have the inks exchanged or the money refunded, and I stand all charges for transportation. Send for my price list.

PRINTERS INK JONSON, 17 SPRUCE STREET,
NEW YORK CITY.

R-I-P-A-N-S

10 FOR 5c. AT DRUGGISTS



THE human body is a machine—ininitely more delicate and complex than a steam engine or watch. The orderly working of the machine is health—its derangement disease—its stoppage, death.

The human being seldom thinks much about its wonderful body until derangement demands attention. The main causes of sickness are improper feeding, excess, overwork and worry. Many have to go to work directly after a meal—and many can't stop working while they are eating or digesting. Ripans Tabules are to the human machinery about what oil is to the steam engine. Judiciously used they prevent frictions and complications in the human organism. Ripans Tabules help the stomach and bowels to do their work without undue labor, and tone up the liver and kidneys and the nervous system—they cure indigestion, dyspepsia, constipation, sick headaches and are of the greatest benefit to men, women and children whose constitutions are weak and frail. One gives relief.

There is scarcely any condition of ill health that is not benefited by the occasional use of a R-I-P-A-N-S Tabule, and the price, ten for five cents, does not bar them from any home or justify any one in enduring ills that are easily cured. A family bottle containing 150 tabules is sold for 60 cents. For children the chocolate-coated sort, 72 for 25 cents, are recommended. For sale by druggists.

An Increase of More Than a Page and a Half a Day

The PHILADELPHIA INQUIRER

*During the month of June this year, printed
372 columns of advertising more than in the
corresponding month last year.*

And by way of further emphasis a comparison of the figures shows that the grand total of columns printed in The Inquirer is more than five hundred columns in excess of any other Philadelphia newspaper. The following figures tell the whole story:—

	1901	1900			
INQUIRER	2163 cols.	1791 cols.	372 cols.	increase	
Record . . .	1636 "	1499 "	137 "	"	"
Press . . .	1468 "	1407 "	61 "	"	"
Ledger . . .	1136 "	1127 "	9 "	"	"
North American,	941 "	999 "	58 "	decrease	
Times . . .	462 "	739 "	277 "	"	"

These figures represent the total number of columns of advertising printed in the Philadelphia newspapers during the months of June 1900 and 1901. They are all computed at the uniform measurement of fourteen lines to the inch and three hundred lines to the column.

*No better evidence could be given than this, of
The Inquirer's great value as an advertising
medium of the highest quality. And it is because
The Inquirer is the people's paper and leads them
all in popularity, enterprise and influence.*

The Inquirer prints more paid advertising than any other newspaper in the entire United States, outside of Greater New York.

*Advertisements in The Inquirer always bring
positive results. The volume of advertisements
printed prove this.*

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building